Mar. 12, 1949

# THE NEW YORKER

Price 20 cents

# 32° RINGS IN 10K-14K SOLID GOLD

## Massive Hand Carved Authentic Designs with Complete Degree Detail — Rings Worthy of the Consistory or Commandery Achievement

*Every Ring Is French Enameled In Official Lodge Colors*

B 2
281500
**$70.00**

Very massive . . . beautifully made. Four emblems on shank enameled in the official colors of the lodge. Finger sizes start at 9½.

184250
**$85.00**
For Mounting Only. Diamond Prices Quoted on Request.

Extra heavy 14K yellow gold shank. Platinum finished eagles. As illustrated with fine one carat diamond.

Available with center diamond from ½ carat to 2½ carats.

B 4
485500
**$110.00**
Without Diamond 487500
**$50.00**

Heavy. Somewhat narrower than B2, with same insignia. As illustrated with brilliant 12/100 center diamond.

B 3
381500
**$30.00**

Medium weight . . . just right for average hand. Same emblems as on B 2.

Two emblems on shank, beautifully enameled. With brilliant 05/100 center diamond.

B 5
583250
**$65.00**
Without Diamond 582000
**$40.00**

484750
**$95.00**
Without Diamond 482000
**$40.00**

This impressive Knights Templar ring with fine 10/100 diamond.

B 7
782000
**$40.00**

Heavy, solid Knights Templar ring with cross and crown applied to Maltese cross.

# 3° MASONIC RINGS
## in 10K Solid Gold

B 3
8B3450
$69.00
Without Diamond
8B1800
$36.00

As illustrated with brilliant 5/100 diamond.

B 14
14B1750
$35.00

Diamond set Masonic ruby ring. Emblem and diamond bezel are countersunk into stone.

B 12
12B2200
$44.00

A very beautiful ring. Side emblems are encrusted into triangle shaped rubies. Hand pierced top emblem.

B 9
9B1125
$22.50

A comfortable ring for the average hand.

B 13
13B1500
$30.00

Smartly styled Masonic ruby ring with emblem countersunk into stone.

B 15
15B3200
$64.00

Massive Masonic ruby ring set with brilliant diamond. Both Masonic emblem and diamond bezel are flush with ruby.

B 10
10B2400
$48.00

A massive ring. Fine enamel sunray background and emblem. White gold side emblems.

B 27
27B2200
$44.00

Ideal for the man with a large hand who gives a ring hard wear.

B 11
11B2000
$40.00

Very heavy—hand carved. Blue enamel top and side emblems.

FINGER SIZES 8-12.

OTHER SIZES AVAILABLE AT SLIGHT INCREASE IN PRICE.

B 28
28B1700
$34.00

Notice the extremely significant insignia on this ring. The detail is hand engraved.

PRICES DO NOT INCLUDE ANY FEDERAL OR STATE TAXES

# WOLBROOK

*Sturdy construction and constant accuracy make* WOLBROOK *watches lifelong companions of their proud wearers.* WOLBROOK *features moderate prices, rugged dependability and quality craftsmanship. The choice of discriminating men everywhere . . . All* WOLBROOK *movements are triple checked for accuracy, of rugged construction and fully guaranteed. All parts are standard and interchangeable . . . Men who appreciate unerring accuracy, handsome styling and dependable service choose* WOLBROOK.

**(A) 353W1200** Masculine mirror finish white case, steel back, 7 jewel WOLBROOK movement. Matching expansion band.

Retail **$21.00**

**(B) 355W1675** Fashionable wafer-thin pocket watch, impressive in gleaming 10K yellow rolled gold plate case, 7 jewel WOLBROOK movement.

Retail **$29.50**

**(C) 357W1725** Handsome, virile, 10K yellow rolled gold plate case, steel back, 7 jewel WOLBROOK movement. Matching expansion band.

Retail **$30.00**

**(D) 358W2825** WATERPROOF watch in all stainless steel case, shockproof, 17 jewel WOLBROOK movement. Large sweep second hand, luminous figures and hands. Matching combination mesh expansion band.

Retail **$49.50**

**(D) 360W2275** Similar to above, chrome top, steel back, leather strap.

Retail **$39.75**

**(E) 363W1225** Classic circular 10K yellow rolled gold plate case, steel back, 7 jewel WOLBROOK movement.

Retail **$21.50**

**(F) 365W1250** Executive model in 10K yellow rolled gold plate case, steel back, 7 jewel WOLBROOK movement.

Retail **$22.00**

**(G) 367W1450** Sleek modern, 10K yellow rolled gold plate case, steel back, 7 jewel WOLBROOK movement.

Retail **$25.50**

**(H) 369W1850** Sensational red and white rhinestone dialed model. Contoured case in 10K yellow rolled gold plate, steel back, 7 jewel WOLBROOK movement. Gold filled expansion band.

Retail **$32.50**

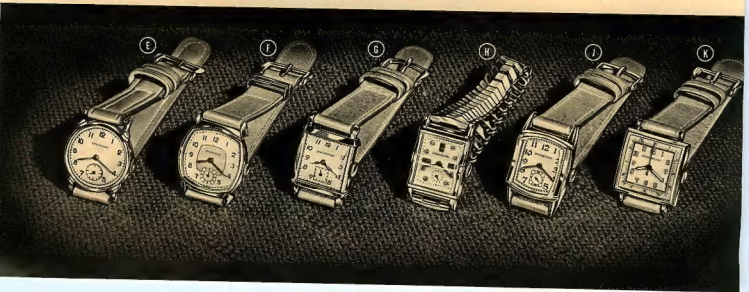
**(J) 371W1450** Distinguished styling, 10K yellow rolled gold plate case, steel back, 7 jewel WOLBROOK movement. Heavy concave crystal.

Retail **$25.50**

**(K) 373W1475** Professional model with large sweep second hand, luminous figures and hands, 10K yellow rolled gold plate case, steel back, 7 jewel WOLBROOK movement.

Retail **$26.00**

*Each* WOLBROOK *watch comes in a beautiful gift box. Illustrations are slightly reduced. Retail prices do not include federal excise tax. Prices are subject to change without notice.*



# WOLBROOK

NEVER BEFORE *has such a selection of moderately priced watches been offered! Down to earth value coupled with brilliant styling makes* WOLBROOK *watches a "must" for every man and woman . . . Results of centuries of research and mechanical development have been combined in every* WOLBROOK *movement.* FULLY GUARANTEED *for precision workmanship and excellence of material. All parts are standard and interchangeable.*

**(A) 301W1725** Love's own, sweetheart styled, 10K yellow rolled gold plate case, steel back, accurate 7 jewel WOLBROOK movement. Matching heart link gold filled bracelet.
Retail **$30.00**

**(B) 303W1600** Moderne fluted design lapel watch. 10K yellow rolled gold plate case, steel back, precise 7 jewel WOLBROOK movement, safety clasp.
Retail **$28.00**

**(C) 305W1600** Graceful 10K yellow rolled gold plate case, steel back, 7 jewel WOLBROOK movement. Sophisticated matching link bracelet.
Retail **$28.00**

**(D) 307W1300** Conventional charming round case in 10K yellow rolled gold plate, steel back, dependable 7 jewel WOLBROOK movement.
Retail **$22.75**

**(E) 309W1475** Delightfully different 10K yellow rolled gold plate case with intriguing end pieces; steel back, 7 jewel WOLBROOK movement. Link bracelet.
Retail **$26.00**

**(F) 311W1500** Smart serviceable NURSE'S watch with large red sweep second hand. Luminous hands and figures. 10K yellow rolled gold plate case, steel back, accurate 7 jewel WOLBROOK movement.
Retail **$26.00**

**(G) 313W1650** Enchanting WHITE 10K rolled gold plate case, steel back, 7 jewel WOLBROOK movement. Ultra modern double strand bracelet.
Retail **$29.00**

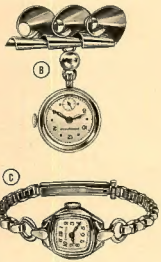
**(G) 315W1650** Same as above in YELLOW with 7 jewel WOLBROOK movement.
Retail **$29.00**

**(H) 317W1450** Delicate shaped 10K yellow rolled gold plate case, steel back, dependable 7 jewel WOLBROOK movement.
Retail **$25.50**

**(J) 319W1625** Star bright elegance in 10K yellow rolled gold plate case, steel back, 7 jewel WOLBROOK movement, matching gold filled link bracelet.
Retail **$28.50**

**(K) 320W2225** Winsome charm, 10K yellow rolled gold plate case, steel back, 17 jewel WOLBROOK movement.
Retail **$38.75**

*Each* WOLBROOK *watch comes in a beautiful gift box. Illustrations are slightly reduced. Retail prices do not include federal excise tax. Prices are subject to change without notice.*



# Clinton WATCHES

*All* CLINTON *watches illustrated are equipped with* **NEW DUST PROOF CROWNS.**

**(C) 973C3575** . . . Outstanding WATERPROOF dress watch. Smart, functional styling in contoured all stainless steel case. Shock resistant. 17 jewel CLINTON movement. Large sweep second hand, luminous dial. Matching stainless steel expansion band.
Retail **$62.50**

**(D) 980C2000** . . . Impressive, attractive 10K rolled gold plate case steel back . . . 17 jewel CLINTON movement.
Retail **$35.00**

**(D) 981C1575** . . . Similar to above . . . 7 jewel movement.
Retail **$27.50**

**(E) 982C2550** . . . Modern streamlining . . . 10K WHITE rolled gold plate case, steel back . . . 17 jewel CLINTON movement. Stainless steel combination mesh-expansion band. Curved crystal.
Retail **$44.75**

**(F) 984C2300** . . . Distinctively masculine 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement. Latest gold filled expansion band.
Retail **$40.50**

**(F) 985C1475** . . . As above with 7 jewel movement. Leather strap.
Retail **$26.00**

**(G) 986C3025** . . . Impressive virile design . . . 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement. Gold filled basketweave-expansion band. High three-way crystal.
Retail **$52.75**

**(H) 988C2875** . . . Handsomely contoured in 10K rolled gold plate case, steel back . . . guaranteed 17 jewel CLINTON movement. Matching gold filled expansion band.
Retail **$49.75**

**(J) 990C2650** . . . Distinguished aristocratic model in 10K GOLD FILLED case. Precision 17 jewel CLINTON movement. Clear vision curved crystal.
Retail **$46.50**

**(K) 992C3950** . . . Superbly styled executive's timepiece . . . 14K NATURAL GOLD case . . . 17 jewel CLINTON movement. New pyramid crystal . . . grain strap.
Retail **$64.75**

**(L) 994C2550** . . . Simple elegance glorifies this wafer-thin pocket watch. 10K GOLD FILLED case . . . 17 jewel CLINTON movement.
Retail **$44.00**

**(L) 996C2250** . . . Same as above, 10K ROLLED GOLD PLATE case.
Retail **$38.75**

*All watches shown are slightly reduced in size. Retail prices do not include existing Federal Excise Tax. Prices subject to change without notice.*

Clinton

GUARANTEE

*Every* CLINTON *watch is fully guaranteed against any factory defects in material and craftsmanship. All parts are standard and interchangeable. Each movement is* ELECTRONICALLY *tested and inspected to conform with* CLINTON'S *rigid standards.*

CLINTON WATCH CO.

**(N) 948C1825** Traditionally beautiful 10K rolled gold plate case, steel back, 17 jewel CLINTON movement.
Retail **$31.50**

**(N) 949C1400** As above, 7 jewels.
Retail **$24.50**

**(P) 950C2175** . . . Classic 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement. Gold filled link bracelet. Hi-pressed crystal.
Retail **$38.00**

**(P) 951C1475** . . . Same as above . . . dependable 7 jewel movement. Black cord.
Retail **$25.75**

**(Q) 952C2500** . . . NURSE'S DRESS WATCH. Large RED sweep second hand. 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement.
Retail **$44.00**

**(R) 954C2525** . . . Modern faceted 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement. Gold filled expansion bracelet.
Retail **$44.00**

**(S) 956C2250** . . . Symmetrical 10K rolled gold plate case, steel back . . . 17 jewels. Gold filled link bracelet.
Retail **$39.50**

**(S) 957C1575** . . . As above . . . 7 jewels . . . cord.
Retail **$27.50**

**(T) 958C2000** . . . Exquisite 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement.
Retail **$35.00**

**(U) 960C2250** . . . Multi faceted 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement. 10K gold filled bracelet.
Retail **$39.50**

**(V) 962C2600** Sophisticated simplicity. 10K rolled gold plate case, steel back, 17 jewel CLINTON movement.
Retail **$46.50**

**(W) 964C2100** . . . Enchanting 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement.
Retail **$36.75**

**(X) 966C2750** . . . Dazzling hand-set rhinestones in white case, steel back . . . 17 jewel CLINTON movement.
Retail **$48.50**

**(Y) 968C2600** . . . Exquisite LAPEL watch. Hand-set rhinestones in white case, steel back, 17 jewel movement.
Retail **$46.50**

**(Z) 970C2400** Lovely 10K rolled gold plate case, steel back, 17 jewel CLINTON. Gold filled expansion bracelet.
Retail **$42.00**

**(A) 930C2550** . . . Exquisite 14K natural gold case . . . 17 jewel CLINTON movement . . . dome crystal.
Retail **$44.00**

**(B) 932C3225** Delightful 14K natural gold case, 17 jewel CLINTON.
Retail **$56.50**

**(C) 924C3575** Appealingly petite 14K natural gold case, 17 jewel CLINTON movement, curved crystal.
Retail **$62.50**

**(D) 926C3575** Moderne bangle watch, gleaming rhodium finish, 17 jewel guaranteed CLINTON movement.
Retail **$62.50**

**(D) 928C3575** As above in YELLOW.
Retail **$62.50**

**(E) 930C2875** TWO fiery diamonds set in 10K WHITE rolled gold plate case, steel back, 17 jewel CLINTON movement, hi-dome crystal.
Retail **$49.75**

**(E) 932C2875** As above in YELLOW.
Retail **$49.75**

**(F) 934C3425** Befitting a queen. Six royal, flaming RED RUBIES enhance this 14K pink gold case . . . 17 jewel CLINTON movement, hi-curved crystal.
Retail **$59.50**

**(G) 936C3225** Delicately styled in highly polished 14K natural gold case, 17 jewel CLINTON movement.
Retail **$56.50**

**(H) 938C2600** Streamlined smartness, 10K gold filled case, matching link bracelet, 17 jewel CLINTON movement, symmetrical domed crystal.
Retail **$46.50**

**(J) 940C2525** Unusual style 10K natural rolled gold plate case, steel back, 17 jewel CLINTON movement, gold filled expansion bracelet, raised crystal.
Retail **$44.00**

**(K) 942C2875** Intriguingly chic 10K rolled gold plate case, steel back, 17 jewel CLINTON movement, matching double snake chain bracelet.
Retail **$49.75**

**(L) 944C2775** Graceful WHITE 10K rolled gold plate case, steel back, 17 jewel CLINTON movement, combination gold filled expansion bracelet.
Retail **$48.50**

**(M) 946C2650** Alluring 10K natural rolled gold plate case, steel back, 17 jewel CLINTON movement, gold filled matching expansion bracelet.
Retail **$46.50**

# Clinton

## WATCHES

INTERNATIONALLY KNOWN AND ACCLAIMED . . . for accuracy, dependability and beauty, CLINTON watches embody the acme of modern styling and the skill of precision craftsmanship. The choice of discriminating men and women. . . . Each CLINTON watch is electronically tested and painstakingly inspected, assuring mechanical excellence . . . This new CLINTON line presents the very latest in technological advancements . . . DUST-PROOF CROWNS . . . shielding and preserving your fine CLINTON watch for extra years of carefree service. Every CLINTON watch is boxed in a magnificent presentation case.

**(A) 900C14000** . . . Brilliantly glorified with SIXTEEN glittering genuine diamonds . . . mounted in 14K WHITE gold case . . . 17 jewel CLINTON movement.

Retail **$245.00**

**(B) 902C4900** . . . TWO sparkling diamonds enhance this captivating 14K WHITE gold case . . . 17 jewel CLINTON movement. Contoured hi-domed crystal.

Retail **$86.00**

**(B) 904C4900** . . . Same as above in 14K YELLOW gold case.

Retail **$86.00**

**(C) 906C4350** . . . Alluring fascination marks this designer's dream . . . 14K natural gold case contoured to the wrist . . . precise 17 jewel CLINTON movement. Shaped crystal.

Retail **$75.00**

**(D) 908C7000** . . . Incomparable for the MAN who cares! Styled in 14K WHITE gold case . . . enhanced with FOUR gleaming diamonds set in easy to read dial . . . 17 jewel accurate CLINTON movement. Hi-pressed crystal . . . black suede strap.

Retail **$122.50**

**(E) 910C21000** . . . THIRTY blazing diamonds reflect dazzling glory in this superb 14K WHITE gold case . . . 17 jewel CLINTON movement. Pyramid crystal.

Retail **$375.00**

**(F) 912C12000** . . . TEN brilliant diamonds enhance the sophistication of this highly styled 14K WHITE gold case . . . 17 jewel CLINTON movement.

Retail **$210.00**

**(G) 914C6000** . . . TWO fiery diamonds pay tribute to this faultless model in 14K natural gold case . . . 17 jewel CLINTON movement. Hi-pressed crystal.

Retail **$105.00**

**(H) 916C7000** . . . Precious and bewitching creation . . . enlivened by FOUR scintilating diamonds. Tapered 14K WHITE case . . . 17 jewel CLINTON movement. Domed crystal.

Retail **$122.50**

**(H) 918C7000** . . . Same as above in 14K YELLOW gold.

Retail **$122.50**

*All watches shown are slightly reduced in size. Retail prices do not include existing Federal Excise Tax. Prices subject to change without notice.*

# HAMPDEN

## *Pride of the Watchmaker's Art*

★ Hampden Movements . . . every one 17-jeweled for maximum efficiency, longest service!

★ Hampden Craftsmanship . . . the ultimate in modern precision techniques!

★ Hampden Styling . . . incomparable beauty of design!

★ Hampden Watches . . . each one delivered in its own dramatic gift box!

Remember, every Hampden watch, without exception, is 17-Jeweled— fulfills the highest qualifications for accuracy, service, and beauty. Parts are standard and interchangeable, available at most reliable jewelry and watch repair stores. Hampden watches are fully guaranteed, as stated in our guarantee terms.

### LOVELIEST OF ALL • HAMPDEN DIAMOND WATCHES

**A** Twenty-two fine, blazing diamonds, artfully set in a 14K. white gold square . . . a truly magnificent case. Famed 17-Jewel Hampden movement, guaranteed for faithful accuracy . . . this is a magnificent timepiece. **5000H17500** . . . . . **Suggested Retail $360.00**

**B** Fourteen breathlessly beautiful diamonds . . . brilliantly displayed in a modern square case of 14K. white gold. A gleaming modern dome crystal protects the dependably accurate 17-Jewel Hampden movement. **5001H13825** . . . . . **Suggested Retail $300.00**

**C** Ten star-bright diamonds in a stunning 14K. white gold square case . . . charming choice for the woman who loves luxurious simplicity. Modern dome crystal, faithful 17-Jewel guaranteed Hampden movement. **5002H12600** . . . . . **Suggested Retail $275.00**

**D** Six sparkling diamonds in a 14K. white gold case . . . discerning combination of traditional design, modern craftsmanship. Modern dome crystal, and unerringly accurate 17-Jewel Hampden movement. **5003H9695** . . . . . **Suggested Retail $200.00**

**E** Two diamonds eloquently sparkle in this enchanting case of 14K. yellow gold . . . feminine and modern. The reliable 17-Jewel Hampden movement is guaranteed for years of faithfully accurate timekeeping. **5004H6230** . . . . . **Suggested Retail $130.00**

**F** Fashion-right—every lovely line of this 14K. white gold square case, dramatized with two brilliant diamonds. Modern dome crystal . . . the guaranteed-for-accuracy, famous 17-Jewel Hampden movement. **5005H6230** . . . . . **Suggested Retail $130.00**

**G** Gold filigree, loveliest example of the goldsmith's art, in an unusual 14K. yellow gold case. Its lace-like beauty holds a famed 17-Jewel Hampden movement. **5006H4305** . . . . . **Suggested Retail $90.00**

*Suggested retail prices include Federal Excise Tax*

*Watches are illustrated 7/8 of actual size*

# HAMPDEN

## *Proved for Faithful Accuracy* • • •

**A** Two flaming diamonds in a dramatically modern case of 14K. yellow gold. Flowing, streamlined curves are accented with a gleaming dome crystal. The modern-made, guaranteed accurate, 17-Jewel Hampden movement offers dependable service.
5007H4445
Suggested Retail.... .. $90.00

**B** Two beautifully d'splayed diamonds a 14K ye low gold case with feminine lines . . . a bewitchingly modern watch with a shining dome crystal. Famed 17-Jewel Hampden movement.
5008H4445
Suggested Retail..... ..$90.00

**C** Simply fascinating design, stunning in 14K. yellow gold, mirror polished to dramatize the modern beauty of this case. Fashionable dome crystal . . . and the nationally famous, unfailingly accurate 17 Jewel Hampden movement
5009H3500
Suggested Retail .. .....$67.50

**C** Same watch as above . . with the case in distinctive 14K. white gold
5010H3500
Suggested Retail..... .$67.50

**D** Detailed design, for modern in the formal manner. Lovely 14K. yellow gold case . . . sleek double snake bracelet, 10K. yellow gold filled. Clear raised crystal 17-Jewel Hampden movement.
5011H3815
Suggested Retail..... $70.00

**E** Elegant petals of 14K. white gold cluster at each side of this dainty, matching square case. The gleaming crystal is raised for easy reading . . famous 17-Jewel Hampden movement
5012H3500
Suggested Retail..... . $67 50

**F** Fresh young fashion—the watch case a 14K. yellow gold square with tiered ends . . . a clear, shining raised crystal . . . and the 17-Jewel Hampden movement a treasure of accuracy.
5013H3430
Suggested Retail.....$65.00

**G** Gorgeous . . . such elegance of line in this 14K. yellow gold cushion case . . . a dome crysta gives it the final, perfect touch. For accuracy, a guaranteed 17-Jewel Hampden movement.
5014H3150
Suggested Retail.....$60.00

**H** Heartbreaker's watch . . . a charming circle of 14K. ye low gold, its modern dome crystal a gleaming accent. 17-Jewel movement carries the famous Hampden guarantee for accuracy.
5015H3150
Suggested Retail..... ..$60.00

**J** A joy forever—the unusual beauty of this 14K. yellow gold case with a square face, a shining curved crystal. And faithfully accurate—the 17-Jewel guaranteed Hampden movement.
5016H3150
Suggested Retail.....$60.00

**K** Keynote: modern simplicity. The result, a stunning modern watch. 10K. yellow gold filled case . . . matching modern link bracelet. Guaranteed-for-accuracy 17-Jewel Hampden movement.
5017H2795
Suggested Retail.....$52.50

**L** Lovely golden loop . . . the case 10K. yellow gold filled . . . matching 2 strand snake bracelet . . . new unbreakable dome crystal. Unerringly accurate 17-Jewel Hampden movement.
5018H2795
Suggested Retail.....$52.50

# HAMPDEN

## FAMED 17-JEWEL ACCURACY
## OUTSTANDING MODERN DESIGN

**A** Advance style in a mirror-polished 14K. yellow gold case . . . clear raised crystal, genuine alligator strap. Rugged 17-Jewel Hampden shock-resistant* movement.
**5031H4760 Suggested Retail $100.00**

**A** Same 17 jewel movement as above . . . 10K. yellow gold filled case . . . sturdy genuine pigskin strap.
**5032H3010 Suggested Retail $57.50**

**B** Polished to a mirror-like finish . . . modern 14K. yellow gold case with a gleaming dome crystal. Fine genuine suede strap. Famed 17-Jewel Hampden shock-resistant* movement—guaranteed for accuracy.
**5033H4760 Suggested Retail $100 00**

**B** Same movement as above, 10K. yellow gold filled case, genuine pigskin strap.
**5034H3010 Suggested Retail $57.50**

**C** Popular circle-styled 10K. yellow gold filled case with matching expansion bracelet. Guaranteed 17-Jewel Hampden shock-resistant* movement for perfect service.
**5035H3150 Suggested Retail $60.00**

**C** Same case as above . . . 17-Jewel faithfully-accurate Hampden movement . . . genuine pigskin strap.
**5036H2590 Suggested Retail $49.50**

**D** Clean masculine lines in a 10K. yellow gold filled case with a modern curved crystal, a genuine pigskin strap. 17-Jewel dependable Hampden movement.
**5037H2745 Suggested Retail $52.50**

**E** Effective simplicity marks this square 10K. yellow gold filled case. It has a matching expansion bracelet, a raised crystal, and the famous-for-accuracy 17-Jewel Hampden shock-resistant* movement.
**5038H3185 Suggested Retail $60.00**

**F** Water-repellent, anti-magnetic — all stainless steel for rugged reliability. Matching expansion bracelet. Luminous figures and hands, sweep second hand--17 Jewel Hampden shock-resistant* movement
**5039H3010 Suggested Retail $57.50**

**G** Superbly styled streamlined square case, 10K. yellow rolled gold plate top, stainless steel back . . . clear raised crystal . . . genuine pigskin strap. 17-Jewel Hampden movement for the finest service.
**5040H2310 Suggested Retail $45.00**

**H** Handsome case of 10K. yellow rolled gold plate with a non-corrosive steel back. Matching 10K. yellow gold filled expansion bracelet. Superb 17-Jewel Hampden movement for trustworthy timekeeping.
**5041H2450 Suggested Retail $47.50**

**H** Same 17-Jewel Hampden watch as above, with fine, genuine pigskin strap.
**5042H2100 Suggested Retail $39.50**

**J** Just as attractive as it is accurate—10K. yellow gold filled top, stainless steel back. The unusual matching bracelet is combination mesh-and-expansion. Lastingly dependable 17-Jewel Hampden movement.
**5043H2935 Suggested Retail $57.50**

**K** Hampden AUTOMATIC—newest convenience in a fine watch—it winds itself on your wrist. All stainless steel, water-repellent and anti-magnetic, luminous figures and hands, sweep second hand, matching expansion bracelet. Famous 17-Jewel Hampden shock-resistant* movement.
**5044H3750 Suggested Retail $70.00**

**L** Gleaming 14K. yellow gold and outstandingly handsome extra-thin style, make this a pocket watch any man would be proud to own. 17-Jewel guaranteed accurate Hampden movement.
**5045H3565 Suggested Retail $115.00**

**L** Same fine 17-Jewel Hampden movement as above . . . 10K. yellow gold filled case.
**5046H2795 Suggested Retail $52.50**

**L** Same famous 17-Jewel Hampden movement, 10K. yellow rolled gold plate case.
**5047H2515 Suggested Retail $47.50**

**Guaranteed to conform with specifications issued by the Federal Trade Commission. Printed guarantee and specifications covering this watch enclosed with each purchase.*

# WATCHES




## . . . Loved for Exquisite Beauty

**M** Matchmates . . . this beautiful 10K. yellow gold filled case, and matching sunbeam link bracelet. And combining beauty with accuracy . . . an incomparable 17-Jewel Hampden movement.
5019H2795
Suggested Retail . . . . . $52 50

**N** Nurse's watch, trustworthy and trim-looking, 14K. yellow gold case, sweep second hand, easy-to-read face. For this important watch—the wanderfully accurate 17-Jewel Hampden movement.
5020H3290
Suggested Retail . . . . . $62.50

**N** Same dependable 17-Jewel Hampden movement as above, this time with a 10K. ye low gold filled case.
5021H2485
Suggested Retail . . . . . $47.50

**O** Outstand.ng for smartness and durability, this watch is 10K. yellow rolled gold plate with a stainless steel back – unbreakable dome crystal—matching 10K. go d filled link bracelet. Guaranteed 17-Jewel Hampden movement.
5022H2555
Suggested Retail . . . . . $47.50

**P** Bright mirror-finish on this exquisite 10K. yellow gold filled case . . . curved raised crystal, square face 17-Jewel Hampden movement for dependability.
5023H2640
Suggested Retail . . . . . $50.00

**Q** Queenly in its smart, flowing lines, this case is 10K. yellow rolled gold plate with a stainless steel back . . . a round dome crystal. The matching expansior bracelet is 10K. gold filled For faultlessly accurate timekeeping—famous 17-Jewel Hampden movement.
5024H2640
Suggested Retail . . . . . $50.00

**R** Radiantly attractive modern square —10K. yellow rolled gold plate . . . non-corrosive steel back . . . curved raised crystal . . . matching 10K. gold filled chain bracelet. Accurate 17-Jewel Hampden movement.
5025H2520
Suggested Retail . . . . . $47.50

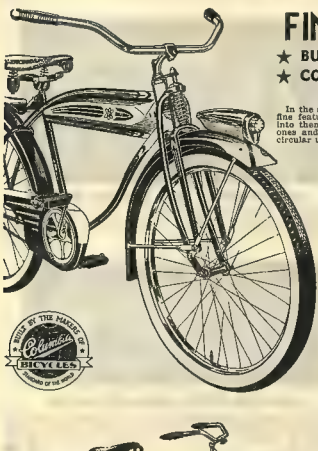
**S** Sophisticated cushion case of 10K. yellow rolled gold plate with a stainless steel back. A popular gift choice, this watch, of course, has the famous, faithful, 17-Jewel Hampden movement.
5026H2345
Suggested Retail . . . . . $45.00

**T** A treasure . . . of modern beauty, and modern accuracy. 10K. yellow rolled gold plate with stainless steel back . . . curved raised crystal . . . famous 17-Jewel Hampden movement.
5027H2345
Suggested Retail . . . . . $45.00

**U** Undeniably classic . . . and undeniably lovely. 10K. yellow rolled gold plate circular case with a stainless steel back . . . faithful 17-Jewel guaranteed Hampden movement.
5028H3065
Suggested Retail . . . . . $39.50

**V** Two diamonds in a brilliantly designed modern watch of 10K. yellow rolled gold plate, with a stainless steel back, a curved raised crystal. For the finest in accurate service . . . 17-Jewel guaranteed Hampden movement.
5029H3555
Suggested Retail . . . . . $67.50

**V** Same watch as above . . stunning in 10K. white rolled gold plate . . . with a stainless steel back . . .two diamonds.
5030H3555
Suggested Retail . . . . . $67.50



# FINE BICYCLES

★ BUILT-IN "PROTECTO-LOCK"

★ COIL SPRING FORKS

ABOVE FEATURES OPTIONAL

In the available space we cannot begin to list the many fine features that these COLUMBIA bicycles have built into them. Immediately below we list some outstanding ones and will supply completely illustrated and detailed circular upon request.

Metals used throughout are of the finest quality and greatest strength of those used in any bicycle built. Embodersized frame is finished with Dupont Dulax enamel, baked on and long lasting. Dust proofing and rust resistant methods are used entirely. All welded and bolted points are carefully completed and inspected. The Custom Deluxe Motobike model shown at left has electric headlight and horn, coil spring easy riding fork, built-in fork lock and genuine leather seat padded with sponge rubber. It can be bought without coil spring and built in lock as listed below. It comes in models for both men and women.

## MODELS FOR MEN

**Red or Blue. Be Sure To State Color**

WITH COIL SPRING AND BUILT-IN LOCK—Exactly as illustrated and our finest bike. Shpg. wt. crated, about 60 lbs. (Mfrs. M64TLKSF.)
V9251—Each..... **$49.88**

WITHOUT SPRING OR LOCK—Otherwise as illustrated and described. Shpg. wt. crated, about 60 lbs. (Mfrs. M64T.)
V9252—Each..... **$44.25**

## MODELS FOR WOMEN

**Red or Blue. Be Sure To State Color**

WITH COIL SPRING AND BUILT-IN LOCK—Women's style frame otherwise as above. Shpg. wt. crated, about 60 lbs. (Mfrs. M70TLKSF.)
V9253—Each..... **$49.88**

WITHOUT SPRING OR LOCK—Otherwise as above. (Mfrs. M70DT.)
V9254—Each..... **$44.25**

*A new lock crown lock with direct locking bolt of great strength, made by famous Corbin Cabinet Lock Co., especially for Columbia.*

*In unlocked position wheel and fork are free moving, with positive release making accidental locking while riding impossible.*

*In locked position with key removed, wheel and fork are locked at angle making riding impossible.*

## SPECIAL DELUXE MODEL

This model has the same general features as the Custom Deluxe. The metals used and methods of construction and finishing are identical. It does not have the genuine leather seat, all over sprocket chain guard and a few other of the luxury details found in the more expensive model. This model, too, can be bought with coil spring frame and built-in lock or with either one or with neither. Red or Blue. State Color.

WITH BOTH COIL SPRING AND LOCK—
V9255—(Mfrs. M69TLKSP.) Each..... **$47.00**

WITH COIL SPRING ONLY—(Mfrs. M69TSP.)
V9256—Each..... **$44.81**

WITH BUILT-IN LOCK ONLY—(Mfrs. M69TLK.)
V9257—Each..... **$42.94**

WITHOUT SPRING OR LOCK—(Mfrs. M69T.)
V9258—Each..... **$40.75**

## SPECIAL DELUXE FOR WOMEN

This ladies' model has same general features as bike at left with women's style frame and without carrier rack. STATE COLOR.

WITH BOTH COIL SPRING AND LOCK
V9259—(Mfrs. M70TLKSF.)—Each..... **$46.00**

WITH COIL SPRING ONLY—(Mfrs. M70TSP.)
V9260—Each..... **$43.80**

WITH BUILT-IN LOCK ONLY—(Mfrs M70TLK.)
V9261—Each..... **$41.95**

WITHOUT SPRING OR LOCK—(Mfrs M70T.)
V9262—Each..... **$39.75**

## LOW PRICED ADULT MODELS

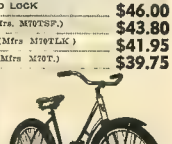
These bicycles have been stripped of all unnecessary accessories but the quality of the materials has not been skimped and the workmanship is the same as goes into Deluxe models listed above. They are hard working, utility bikes that will stand up under a lot of use and abuse. Come equipped as illustrated in Red or Blue baked-on enamel finish contrastingly trimmed. STATE COLOR.

**MODEL FOR MEN**

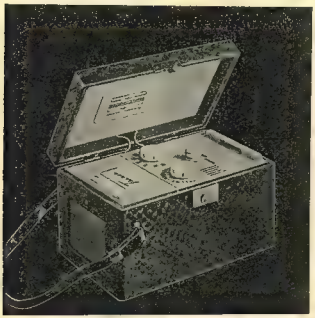
Double bar frame. Comfort seat. Kick down stand. (Mfrs. M59.)
V9263—Each..... **$34.25**

**MODEL FOR WOMEN**

Double bar frame. Comfort seat. Kick down stand. (Mfrs. M60.)
V9264—Each..... **$34.25**



# JEWEL RADIOS



## JEWEL "TRIXIE"

**3-WAY PERSONAL PORTABLE RADIO**

AC-DC or battery operated. Plays with lid either open or closed. 4-tube super-het circuit with alnico 5 PM speaker and "Deep-Voice" sound chamber features. Uses one 67½ volt battery and one flashlight battery. Case is covered in leather-grained leatherette in Red, Green, Blue or Brown color. **STATE COLOR.** Adjustable shoulder strap. Length case, 7¼ in.; width, 5¼ in., depth, 4¾ in. Retails for $21.95 without batteries. Shpg. wt. 5 lbs. (Mfrs. 801)

$890—
(Batteries not included) Each **$24.25** Lots of six Each **$23.07**

**BATTERIES FOR ABOVE**

67½ volt "B" battery. $991—Each **$1.71** Flashlight battery. $992—Each **7c**

## JEWEL "TEE-NEE" BATTERY RADIO

A sensational radio in the smaller size portable. Covers the broadcast band, 540 to 1600 KC. White all plastic cabinet. Plastic shoulder strap. 4 tube super-heter-Odyne. Built-in loop antenna. Deep voice sound chamber. Uses one 67½ volt B battery and one flashlight battery. Retail $19.95 less batteries.

WITHOUT BATTERIES—
$893—
Lots of 6, Each **$14.10**
Singly Each **$14.75**

WITH BATTERIES—
$894—
Lots of 6, Each **$15.85**
Singly Each **$16.50**

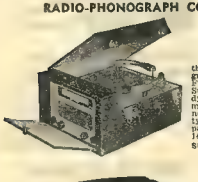
## JEWEL "WAKEMASTER"

Wake up gently to the music of your favorite program. Set the clock and the radio and it turns on automatically. Combination of a dependable clock with movement by "Telechron" and a Jewel radio, 5-tube model super-het including rectifier 105 to 125 AC, 60 cycle. Self contained antenna. 4 inch alnico VPM speaker. Automatic volume control. Plastic case, over-all size 10⅝x8¼x6⅝ in. Shpg. wt. 6¼ lbs. (Mfrs. 820A.)

WALNUT CASE—
$893—Each **$22.19**

IVORY CASE—
$894—Each **$23.25**

## RADIO-PHONOGRAPH COMBINATION



**DUAL SPEED MODEL C-614**

**List Price $59.95**

Plays both standard and the new long playing microgroove records. Dual arms. Five tube (plus rectifier) Superhet with large electro-dynamic speaker and tone modulator. Self-starting phono-motor. Smart luggage type leatherette case with padded handle. Size 17x18¾x14 in. Shpg. wt. 35 lbs.

$6434—
Each **$39.95**

## DeWALD

**A FAMOUS NAME IN RADIO SINCE 1921**

## FM-AM RECEIVER DeWALD MODEL C-800

**List Price $49.95**

Ultra-powerful seven tube, plus rectifier, superhet with large P.M. Dynamic speaker that performs in "hard-to-get reception" areas too. Features include new miniature high-efficiency tubes, large AM loop and FM line antenna, tone control, AC-DC Range: 1700-530 KC, FM—108-88 M.C. Walnut plastic cabinet: 11½x7¼x7 in. deep. Shpg. wt. 7 lbs.

$6435—6 or more, Each **$33.45** Less than 6, Each **$34.35**

## DE WALD A-500 "LEADER"

Advanced five-tube superhet featuring AC-DC operation; Standard American Broadcast and Police reception. New tilt top, easy vision slide rule dial. Automatic volume control. Available in figured walnut or antique Ivory. List prices Walnut $25.95, Ivory $26.95. Dimensions 8¾x11x5⅝ inches. Shpg. wt. 7½ lbs.

$6423—Walnut Lots of 6, Ea. **18.45** Less than 6, Ea. **18.75**

$6429—Ivory Lots of 6, Ea. **18.45** Less than 6, Ea. **18.75**

## DE WALD A-502 "JEWEL"

Five tube superhet featuring: AC-DC operation; Standard American Broadcast and Police reception; slide-rule dial; Vernier-tuning. Automatic volume control. Catalin cabinet in Ivory, Maple or Maroon. Dimensions: 8¼x10x6 in. List price $26.95. Shpg. wt. 6¼ lbs.

$6426—Lots of 6, Ea. **$18.45** Less than 6, Ea. **$18.75**

# DOLLS

## IMPERIAL CROWN

### ENCHANTED SKIN DRINKING WETTING

**WITH VOICE**—Body, arms and legs of pure latex stuffed with sponge rubber which has the resilient firmness of real flesh. Finished in natural color, too. Arms and legs are movable. Unbreakable plastic head with sleeping eyes. Trained drinking-wetting feature. Each doll comes with bottle and nipple and either diaper or training pants. Individually boxed.

12-INCH DOLL—Shpg. wt. 1¼ lbs.
E1016— Per
Sample..$2.30 Doz.... $26.00

15-INCH DOLL—Shpg. wt. 1¾ lbs.
E1017— Per
Sample..$2.80 Doz.... $32.00

18-INCH DOLL—Shpg. wt. 2 lbs.
E1018— Per
Sample..$3.60 Doz. $40.00

### TOUSLE HEAD

15-Inch, foam rubber stuffed, latex doll with voice. Drinks and wets. Plastic head with sleeping eyes and lashes, is fitted with a washable wig. Arms, legs and head are movable. Dressed in knitted undershirt and training pants. Comes complete with comb, brush and nursing bottle. Individually boxed. Shpg. wt. 2 lbs. (Mfrs. 150/66.)

E1125—
Sample.....$4.25 Per Dozen..... $48.00

### COLORED BABY

*Drinking—Wetting—With Voice*

12-Inch Negro baby doll in rich brown color. Body, arms and legs of latex stuffed with sponge rubber. Plastic head with sleeping eyes and eyelashes. Arms, legs and head are movable. Dressed in diaper with pink and blue stitching. Nursing bottle included. Celophane wrapped and individually boxed. Shpg wt. 1¾ lbs. (Mfrs. 129/04.)

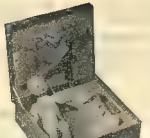
E1121—
Sample.....$2.30 Per Dozen.....$26.00

*12-INCH*

### COMPOSITION TODDLER

Moulded of heavy plastic and tinted in natural colors. Has movable arms, legs and head. Sleeping eyes with eyelashes. Very daintily dressed in percale dress trimmed with dotted swiss. Lace trimmed collar. Percale bonnet trimmed with dotted swiss and braid. Underwear to match dress. Shoes and stockings. Shpg. wt. 1¾ lbs. (Mfrs. 1220.)

E1035—
Each.....$2.10 Per Dozen $24.00



### SUITCASE COMBINATION

Consists of 13 inch drinking, wetting doll with voice in a medium weight, 12½x 12½x4 in. cardboard suitcase with metal snap lock and handle. Doll, stuffed with sponge rubber, has plastic head with sleeping eyes and lashes. Arms, legs and head movable. Complete with organdy dress, net trimmed bonnet, stockings, shoes, diaper, washcloth, powder puff and nursing bottle. Shpg. wt. 9 lbs. (Mfrs. 130/80.)

E1102—
Sample.....$4.25
Per Dozen ..... $48.00

### BETTER QUALITY

Choice of 2 sizes in combinations that are packed in sturdy, double strength, masonite suitcases decorated to look like real luggage. Metal hinges and snap locks. Drinking, wetting latex dolls with voice, stuffed with sponge rubber and having plastic head with sleeping eyes and lashes. Arms, legs and head are movable. Come complete with lace trimmed organdy dress, net trimmed bonnet, petticoat, flannel jacket, diaper, shoes, stockings, washcloth, powder puff and nursing bottle.

12-INCH DOLL in 12x12x3 in. case. Shpg. wt. 8¾ lbs. (Mfrs. 130/80.)

E1123—
Each..... $5.35

15-INCH DOLL in 16½x16x4 in. case. Shpg wt. 6¾ lbs (Mfrs. 150/66.)

E1124—
Each ..... $6.35

### DARLING TWIN BABIES

*15 INCH DRINKER-WETTERS*

Buy them as girl twins, boy twins or boy and girl twins; or if you insist we will sell them separately but we hate to part them. 15-inch latex drinking and wetting dolls, stuffed with foam rubber and having voice. Plastic head with moving eyes and lashes. Movable arms, legs and head. Come dressed as boy or girl in knitted suits with hat to match. Complete with shoes, stockings and nursing bottle. Shpg wt. twins, 3¼ lbs.; singly 1¾ lbs.

GIRL TWINS—Shpg. wt. 3¼ lbs.
E1126—Per Set (2)..... $7.34

BOY TWINS—Shpg. wt 3¼ lbs.
E1127—Per Set (2)..... $7.34

BOY AND GIRL TWINS—Shpg. wt. 3¼ lbs.
E1128—Per Set (1 of each)..... $7.34

GIRL ONLY Shpg. wt. 1¾ lbs.
E1129—Each (Mfrs. 150/26)..... $3.90

BOY ONLY—Shpg. wt. 1¾ lbs.
E1130—Each (Mfrs. 150/34)..... $3.90

# NEW!

## HURDY GURDY

***With Dancing Monk***

Turn handle and music plays while monkey dances. Perfectly tuned music box with long-lasting mechanism. Durable plastic case in bright red and yellow color, suspended from sturdy shoulder cord. Overall height 10½ in Size of case, 2¼x6x5¼ in. Gaily dressed monkey. Individually packed in windowed box. Shpg. wt. doz. 8 lbs. (Mfrs. 414.)

E4328—Each..... **$1.40** Per Doz. **$15.60**

## PLASTIC GRAND PIANO

17 plastic keys with real sharps and flats. Chromatically tuned with patented sound board. Sturdy moulded plastic case 8¾ in wide, 11⅝ in. long and 7¼ in. high in bright red and yellow colors Removable legs and music rack. Individually boxed. Shpg. wt. 2 lbs. (Mfrs 412.)

E4329—
Each ..... **$2.15**
Per
Dozen..... **$24.00**

## MUSICAL XYLOPHONE

Tudor xylophone of "bell like" clearness. Beautifully lithographed metal with scientific built-in tone chamber 8 heavy metal tone bars mounted on felt base, absolutely true-toned. Two wooden mallets. Size 13¼x 6¼x3¾ in. Complete with 16 page Music Book and instruction sheet. 1 doz. in ctn. Shpg. wt. ctn., 36 lbs. (Mfrs. X390.)

E4340—
Each $1.60 Per Doz **$18.00**

## "TUDOR" NEW 8 KEY ALL METAL PIANO

Feather touch keys. Size 8¾x 10¾x2 in. Standard width octave; music stand. Metal keys finished with Gloss White and Black. Cabinet box in Bright Red, Blue and Yellow. Complete with 16 page music book. Each in box. Shpg. wt. 2 lbs. (Mfrs. TP180.)

E4362—Each..... **$1.55**
Per
Dozen ..... **$17.40**

## BUGLE BOY IN BRIGHT PLASTIC

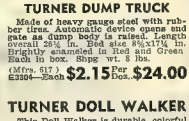
Beautifully finished miniature bugle in red, white and blue plastic. It's a toy, sure enough, but simple tunes can be played on it. Each mounted on a display card with instructions printed on the card. Length of bugle, 5¾ inches. Shpg. wt. dozen, ½ lb.

N6417—
Per Doz. ..... **$1.75**

## 20 PIECE WOOD BURNING PEN SET

**All electric Wonder Pen complete, ready to be plugged in.** Assortment of basswood plaques with attractive designs printed on wood. Assortment of 8 **water paints, brush and sandpaper. Complete in attractive gift box, 16¾x8½ in. Shpg. wt. 1½ lbs. (Mfrs. 12.)**

E4849—
Each..... **$1.40**
Per
Dozen..... **$16.00**



## TURNER DUMP TRUCK

Made of heavy gauge steel with rubber tires. Automatic device opens end gate as dump body is raised. Length overall 28¾ in. Bed size 8¾x17¾ in. Brightly enamsled in Red and Green Each in box. Shpg wt. 8 lbs.

(Mfrs. 517.) Each **$2.15** Per E3304—Each **$24.00** Doz.

## "UKE-A-DOODLE" MUSIC BOX

Hawaiian style ukelele, 14 inches long and 4½ inches wide has concealed music unit that plays assorted novelty tunes when crank is turned. Case of red and blue plastic decorated as shown. Shpg. wt. doz., 7 lbs. (Mfrs. 413.)

E4330—
Each ..... **90c** Per Doz .. **$10.20**

## DELUXE ELECTRIC WOODBURNING SET

Has guaranteed Electric WONDER PEN complete, ready to be plugged in. Equipped with 3 extra points: one point for regular woodburning, another for intricate work and one for embossing. 6 sheets of color-leaf for embossing. 1 pan fine shading paint, 7 assorted paints, 1 brush, 11 well designed bass-wood plaques with printed designs ready for burning, including pen and pencil desk set and sand paper. Displayed in an attractive gift box, similar to illustration. Size 20x11 in. Packed 1 dozen to a carton Shpg. wt. 28 lbs. (Mfrs. 32.)

E4850—
Each..... **$2.10**
Per
Dozen..... **$24.00**

## TURNER DOLL WALKER

This Doll Walker is durable, colorful and realistic, packed full of play value. Body size 14 in. long, 11 in. high, 9 in. wide. Size overall 23 in. long, 21 in. high. Finished in Ivory and Brown. Full steel construction with steel rod pusher Packed 9 in ctn. No less sold. (Mfrs. 530.)

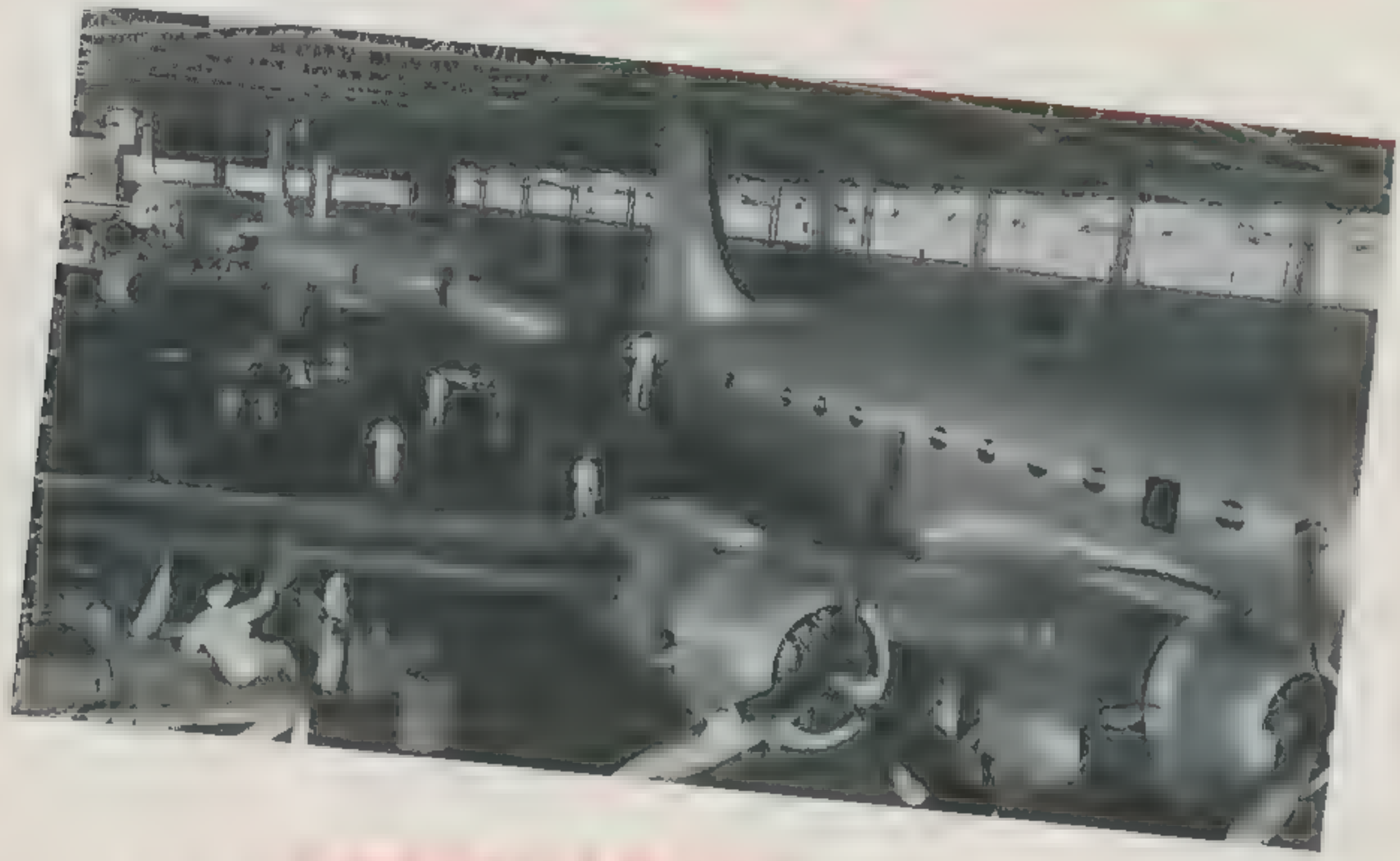
E3315—Per Carton of 6... **$10.00**

## "TALLY-BELL" BASKET BALL

When you shoot a basket it rings the bell! One over-a-door backstop and signal mechanism finished in lustrous enamel, 12 in. ring plus bright plated bell. Net 14 in. deep. 7 in. basketball of heavy pebble grain Fabrikoid, 4 piece regulation pattern, plastic lacing, self sealing bladder with inflating needle. Each set in handsome 3-color display box. Shpg. wt. 2 lbs. (Mfrs. 160 Deluxe.)

E4845—
Each Set..**$1.65** Per Doz... **$18.50**

at your service . . . *but NOT on your payroll*



**1500 EXPERIENCED**

# AIRCRAFT SPECIALISTS

AIRLINE AIRCRAFT MAINTENANCE AND OVERHAUL is a business for skilled, experienced specialists. AEMCO has more than 1,500 of them . . . equipped with every facility for efficient work, operating on a smoothly-managed production-line basis in one of the world's largest, most modern aircraft service organizations.

CONVINCING EVIDENCE of AEMCO capacity is our record of more than two hundred fifty 8,000-hour overhauls on DC-4 and C-54 type aircraft . . . **completed at the rate of 19 per month.**

WHAT THIS MEANS TO AIRLINE OPERATORS is simply this . . . an opportunity to take full advantage of production-line speed and economy in aircraft maintenance and overhaul, without a prohibitive investment in facilities and manpower. Specifically, it means lower maintenance expense, faster return-to-service for revenue-producing aircraft . . . and all costs known in advance.

FIND OUT **NOW** how AEMCO SERVICES can cut **your** costs! Factual service data sheets are yours for the asking. If you have a specific repair, overhaul or service job **anywhere in the world,** AEMCO engineers will make an inspection and submit detailed cost estimates without obligation.

***Typical AEMCO Services***

- 8,000-HOUR OVERHAUL
- TANK STRIPPING AND RESEALING
- COMPONENT OVERHAUL
- ENGINE OVERHAUL
- CONTRACT MAINTENANCE
- AIRCRAFT MODIFICATION AND RECONFIGURATION

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**AIRCRAFT ENGINEERING AND MAINTENANCE CO.**

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# IT'S SHMOOPENDUSS!

EACH PLASTIC BANK ITS OWN
DISPLAY IN SEALED
CELLOPHANE WRAPPER

THE SHMOO HAS
39,000,000 DEVOTED
READERS IN 714 DAILY
NEWSPAPERS

**ALSO, HAS JUST BEEN
DESIGNATED AS
THE OFFICAL SYMBOL
FOR THE
FORTHCOMING
SAVINGS BOND DRIVE**

a W·I·GOULD product

## AL CAPP'S
# SHMOO BANK

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*Exclusive Sales Agents for*

## W. I. GOULD AND COMPANY, INC.

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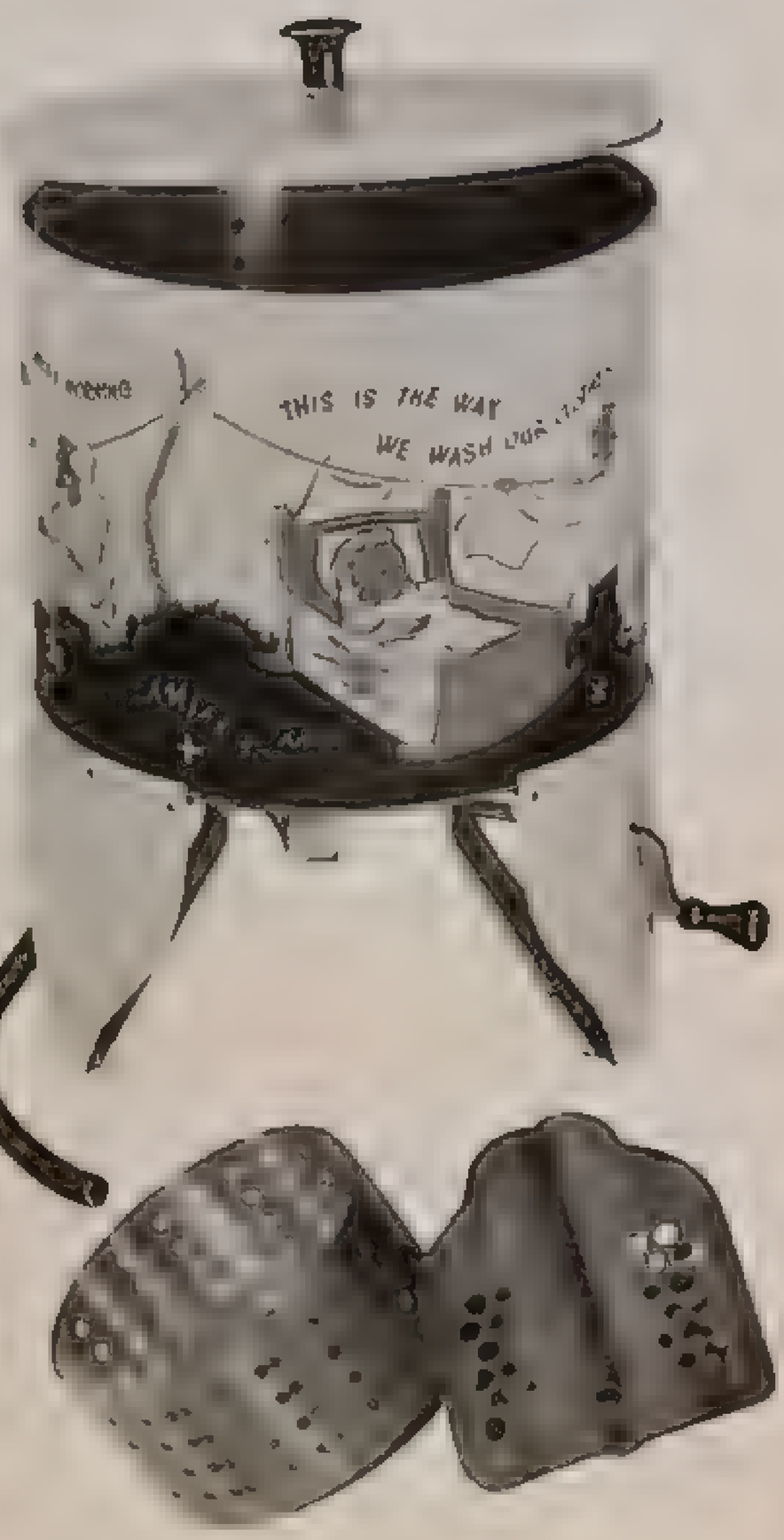
ORDER NOW—IMMEDIATE DELIVERY!

# KALON'S WASHING MACHINE

## *and This Terrific*

## FAST MOVING TOY LINE




***VISIT US AT***
**ROOM 907**
**HOTEL NEW YORKER**
**MARCH 7 TO MARCH 18**

**AUTOMATIC MECHANICAL BINGO**

**AUTOMATIC POT LUCK**

**AUTOMATIC CAPTAIN MARVEL REGISTER BANK**

**SPIN-A-ROO**

**Suggested Retail Price $2.98**

# KALON RADIO CORPORATION

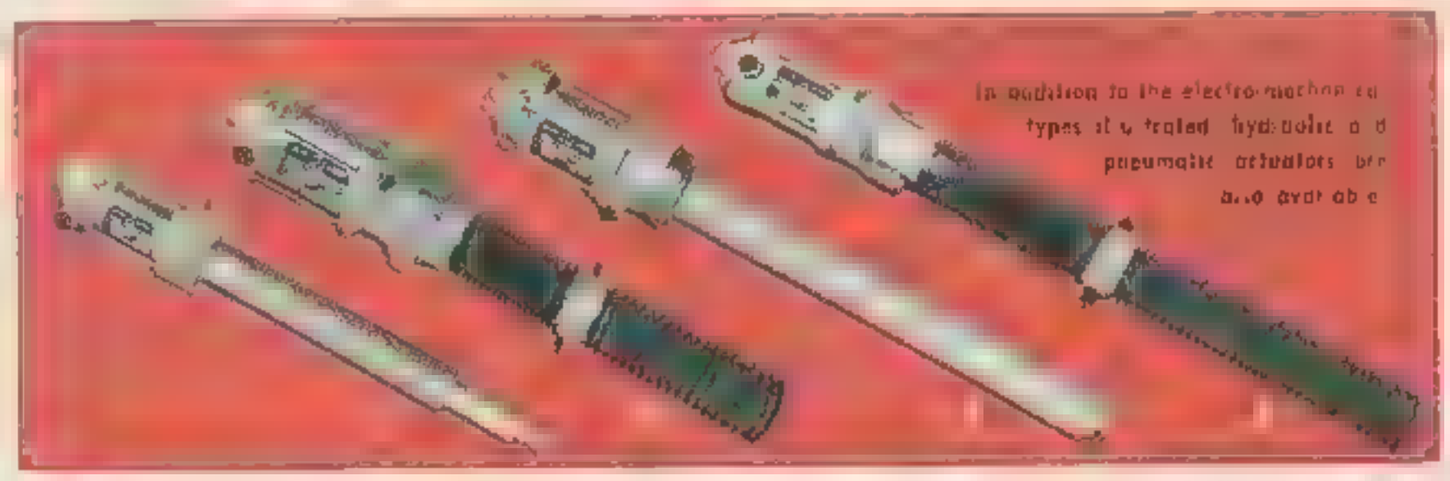
*Established 1915* FACTORIES: 35 BROADWAY • 429 KENT AVE., BROOKLYN, N. Y.

# Aeroproducts Actuators in Action...

*when the McDonnell* BANSHEE *takes to the air*

The big positioning jobs on the Banshee are performed by Aeroproducts Actuators because they're built for the big jobs — because they are compact, reliable, accurate and low in weight-strength ratio. They reflect the experience in precise blade actuation perfected in the constant-speed Aeroprop.

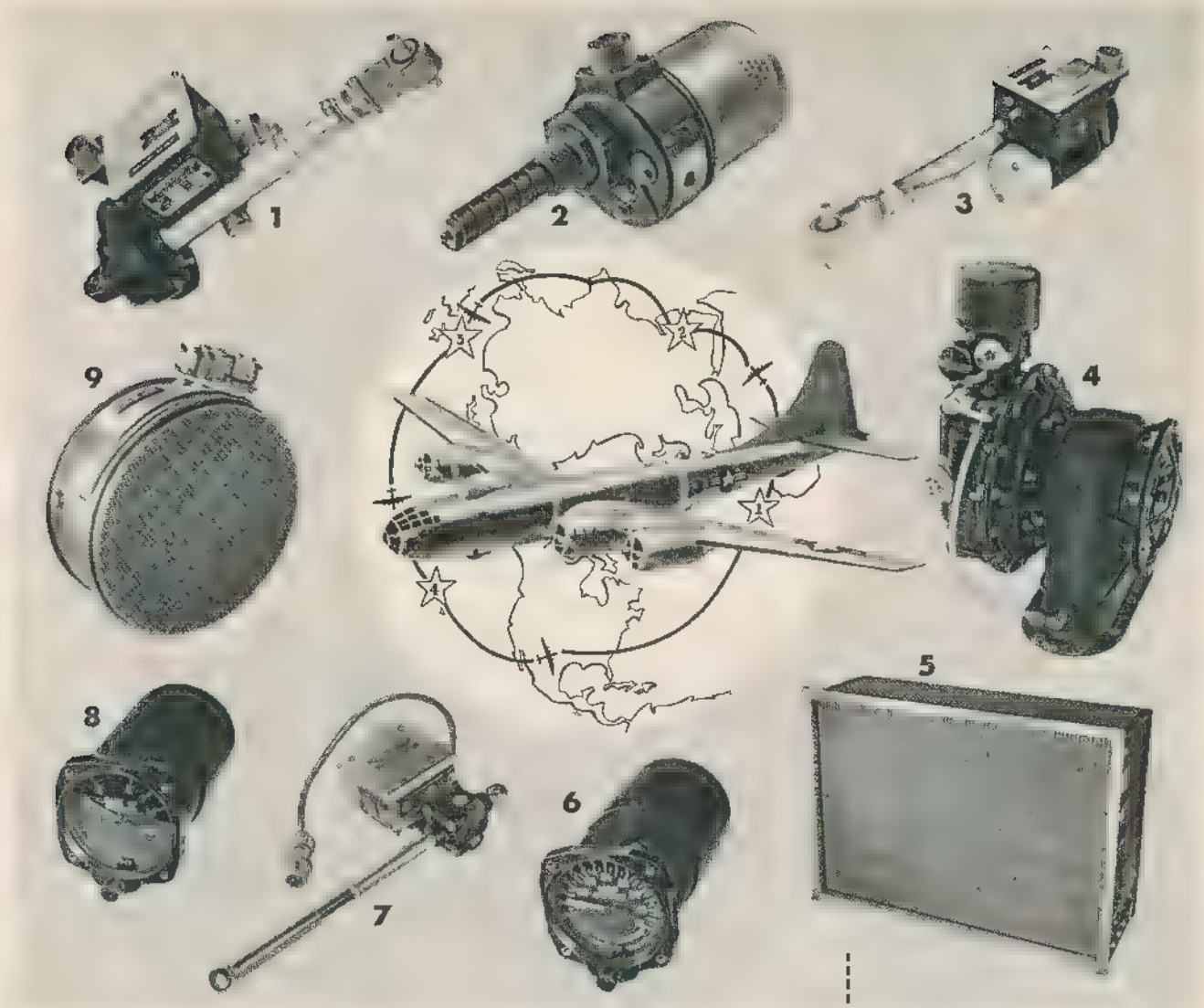
Because the efforts of Aeroproducts field service are applied to your actuator as well as propeller needs, constant liaison is maintained. Let Aeroproducts, backed by General Motors Research, work with you from development and design to production.




# Aeroproducts

**BUILDING** for today
**DESIGNING** for tomorrow

AEROPRODUCTS DIVISION • GENERAL MOTORS CORPORATION • DAYTON, OHIO




# vital organs

## *for America's 'round the world eagle!*

*Lucky Lady II*—Air Force Boeing B-50—first plane to circle the globe non-stop—depended on 31 vital units created by AiResearch.

This highly specialized equipment was of three basic types: (1) *electrical*—for power applications and temperature sensing; (2) *pneumatic*—for cabin pressure regulating controls; and (3) *heat transfer*—for air and oil temperature control.

The ability of AiResearch engineers to design and likewise to manufacture and test equipment that will stand up under the toughest conditions is the reason the majority of high-altitude and jet type aircraft produced in the U. S. are AiResearch equipped.

**● Whatever your field—AiResearch engineers—designers and manufacturers of rotors operating in excess of 100,000 rpm—invite your toughest problems involving high speed wheels. Specialized experience is also available in creating compact turbines and compressors; actuators with high speed rotors; air, gas and fluid heat exchangers; air pressure, temperature and other automatic controls.**

AiResearch
DIVISION OF
THE GARRETT CORPORATION

**1.** ACTUATOR—controls airflow thru supercharger intercooler. (4 units)

**2.** FLOATING CONTROL THERMOSTAT—senses temperature of engine oil and signals oil temperature regulating system. (4 units)

**3.** ACTUATOR—controls flow of air to oil temperature system. (4 units)

**4.** CABIN PRESSURE REGULATOR—automatically controls cabin altitude according to setting by pilot. (1 unit)

**5.** SUPERCHARGER INTERCOOLER—cools air from engine supercharger. (4 units)

**6.** CABIN PRESSURE SELECTOR—automatically selects cabin altitude after presetting by pilot. (1 unit)

**7.** ACTUATOR—controls flow of intake air to engine. (4 units)

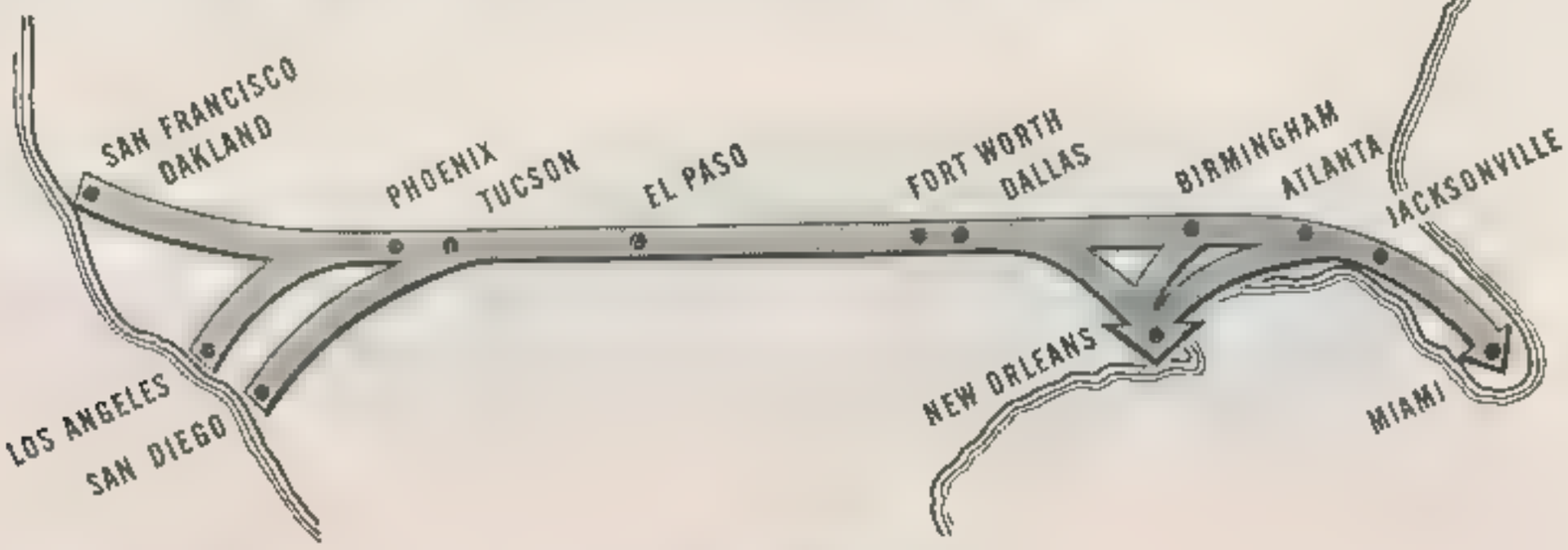
**8.** RATE-OF-CHANGE SELECTOR—controls rate of cabin altitude change as preset by pilot. (1 unit)

**9.** ENGINE OIL COOLER and THERMOSTATIC VALVE—control temperature of engine oil. (4 units each)

*An inquiry on your company letterhead will receive prompt attention. AiResearch Manufacturing Company, Los Angeles 45, California*

*Now for the First Time... from California*

# THROUGH SERVICE to the SOUTHEAST!



**AMERICAN, the Oldest Southern Transcontinental Airline, teams with Delta Air Lines to bring you this New Through Service**

For your greater convenience, American Airlines teams with Delta to provide a through service from California to the Southeast. No longer is it necessary for passengers to change planes. One reservation, one ticket, now, takes you all the way to your destination by DC-6 There is never any tipping aboard these luxurious Flagships, one fare covers all. Full-course meals and refreshments are complimentary.

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***You travel in Deluxe DC-6's all the way***

***You no longer have to change planes!***

AMERICAN AIRLINES INC. Delta AIR LINES

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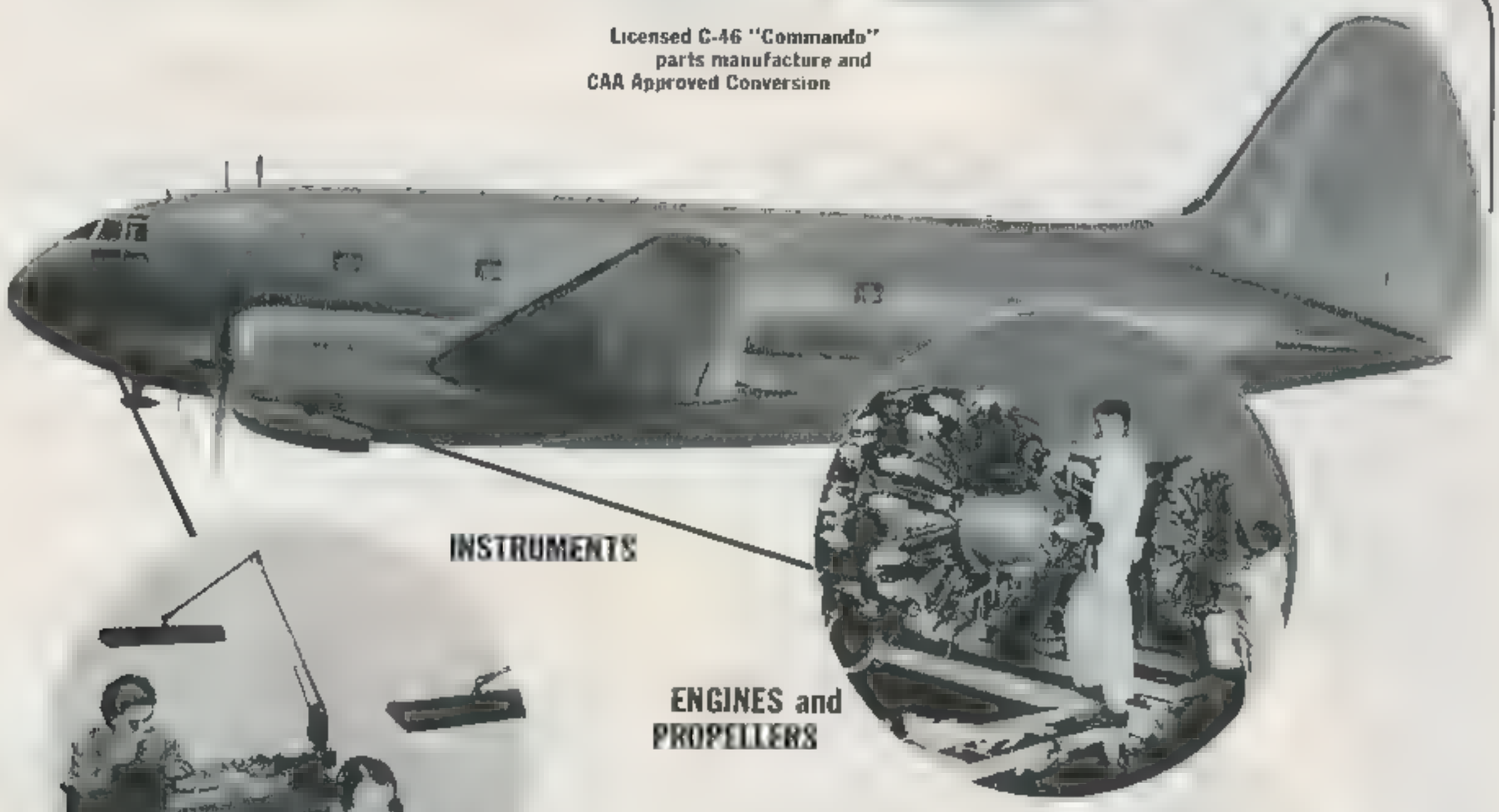
For One Aircraft Or A Fleet

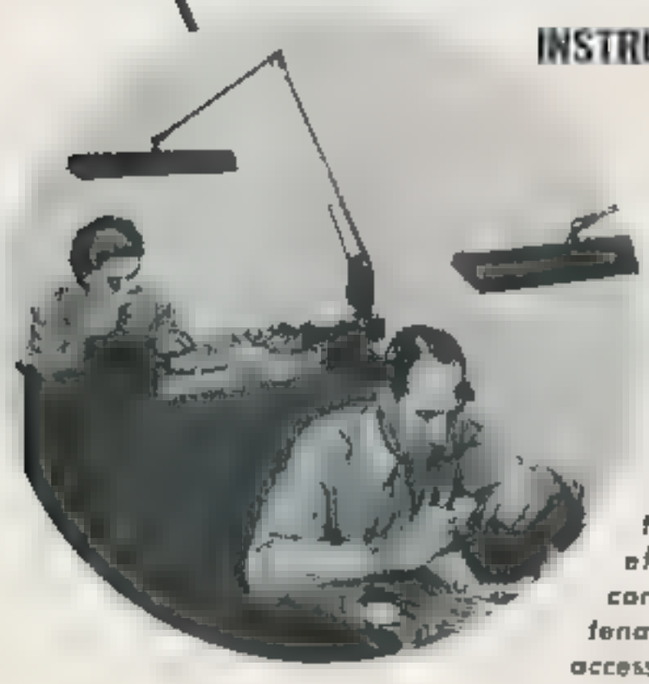
COMPLETE AIRFRAME

Licensed C-46 "Commando" parts manufacture and CAA Approved Conversion





INSTRUMENTS



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*Increase your profits with American Airmotive service...Take advantage of our vast facilities and highly skilled personnel to cut maintenance costs and improve operational efficiency. Secure fast, dependable and complete conversion, overhaul and maintenance on airframes, engines, propellers, accessories, instruments and radio. Our high standards of engineering and craftsmanship mean increased safety and savings in time and money for all aircraft operators.*

*If your requirements necessitate overhaul and maintenance at your location, let us supply your replacement parts from our huge stock of new and overhauled components. The benefit of our installation and maintenance experience will be yours for the asking*

**FACILITIES** - 400,000 feet of shop and storage space, fully equipped with the most modern precision machinery.

**KNOW-HOW** - 54% of our 385 shop personnel are certificated mechanics - almost 2½ times the percentage required by CAA.

**SUPPLY** - 691,000 different aircraft items for sale, new or overhauled. Fully indexed, instantly available

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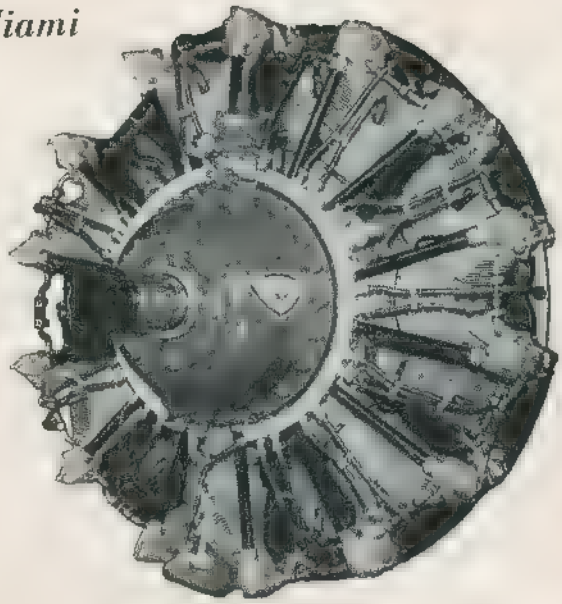
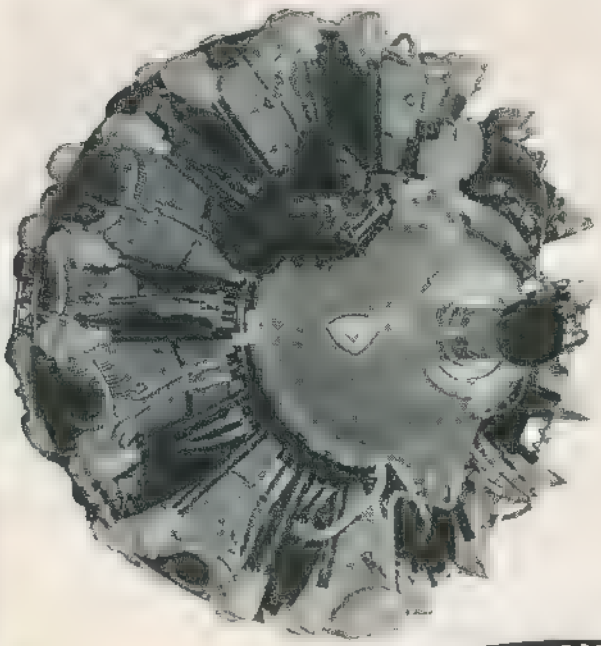
# R 1830-92 CONVERSION

**$1875.00** *Exchange f.o.b. Miami*

NO CONTRACT NECESSARY

Low total time since new . . .
No time since service overhaul . . .
Power section thoroughly inspected by experienced and qualified personnel . . .
Blower section completely overhauled in our C.A.A. APPROVED shop . . .
Carburetor overhauled . . .
Buta Diene diaphragms installed, and flow bench tested to manufacturers specifications . . . Engine, block tested . . .
Magnetos, Harness and Spark Plugs included . . . Form 337 supplied . . .
Boxed for long time storage or export . . .





# R 2800-51

**$2250.00** *Exchange f.o.b. Miami*

. . . Zero time since service overhaul . . .
Carburetor overhauled and flow bench checked to manufacturers specifications . . . Engine Block Tested

Magnetos, Harness, Spark Plugs and Form 337 supplied . . .
Boxed for long time storage or export . . .

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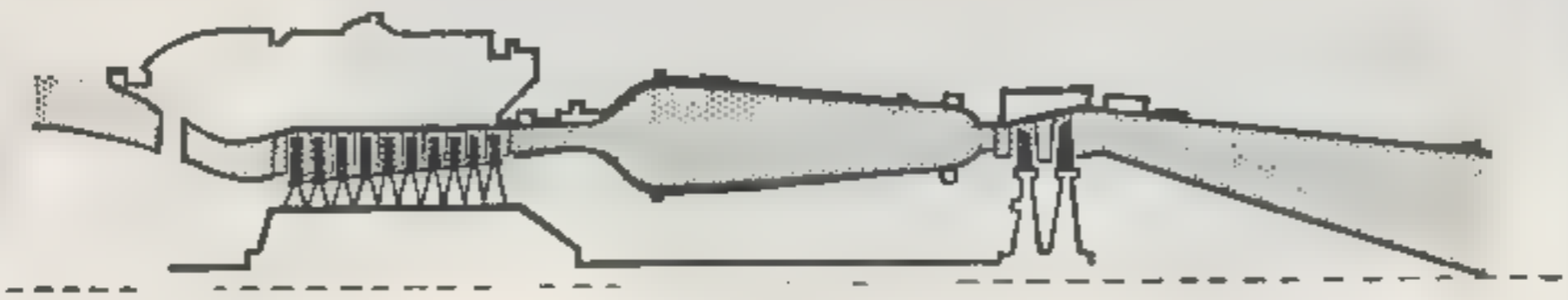
# Mamba

No. 6

## memoranda

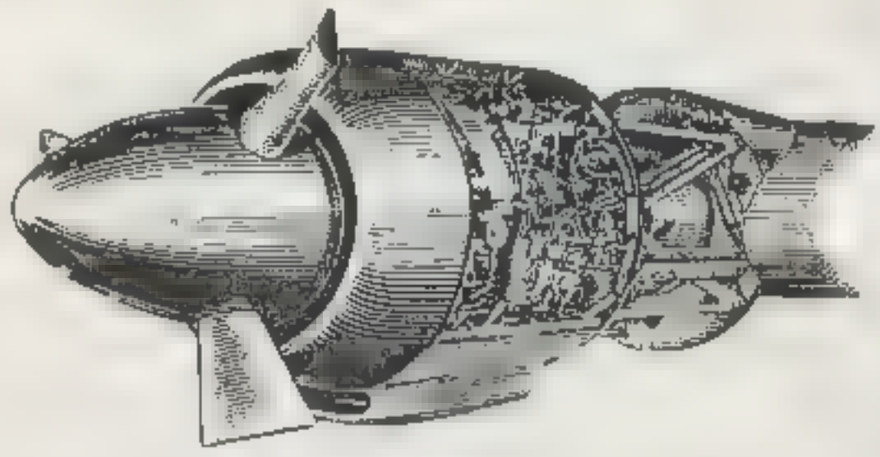
**AXIAL FLOW ADVANTAGES**



1 *High compression (over 5 to 1) with high efficiency (85%)*

2 *Light weight*

3 *Small diameter*



**ARMSTRONG SIDDELEY MOTORS LIMITED**

*Parkside, Coventry, England.*

*Branch of the Hawker Siddeley Group*

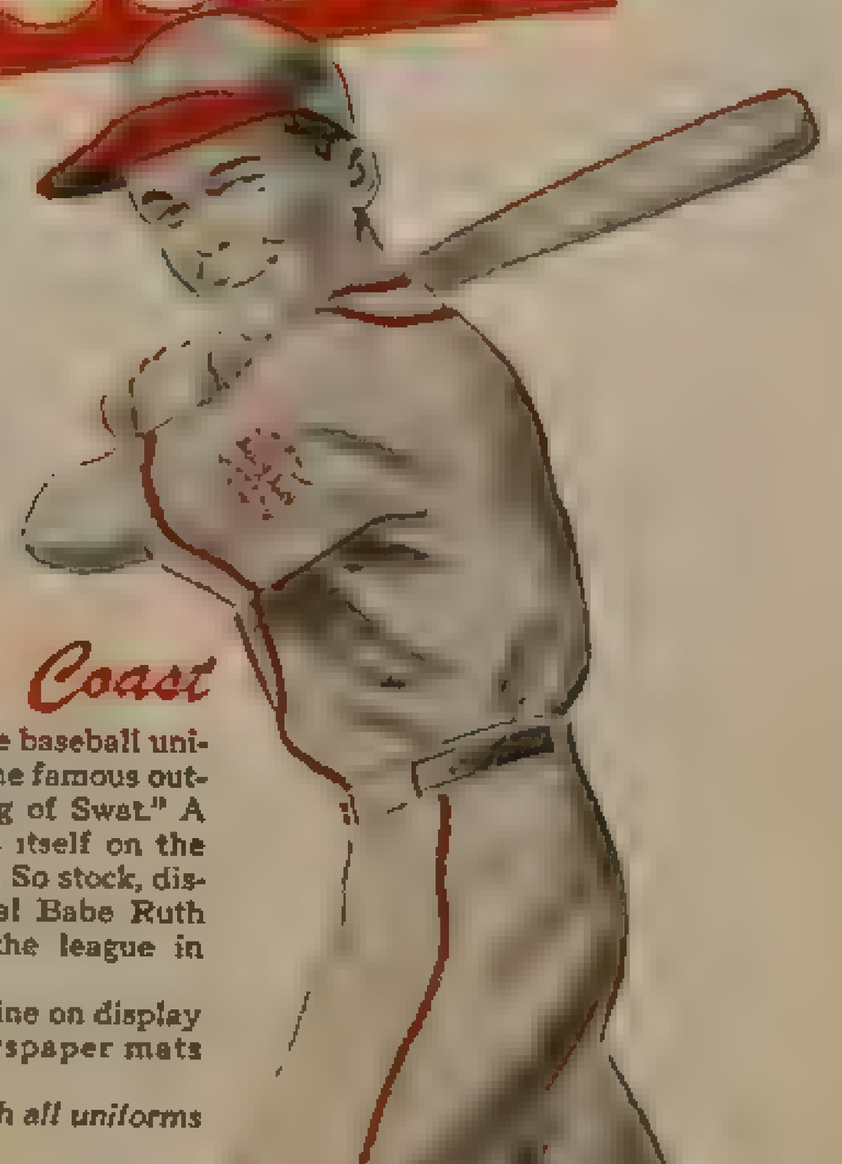
# EXCLUSIVE

THE OFFICIAL

# *Babe Ruth*

## BASEBALL UNIFORM

## *A Sensational Sales Hit from Coast to Coast*



Here's the nation's top favorite baseball uniform; an authentic replica of the famous outfit worn by the idolized "King of Swat." A "must" for every boy, it sells itself on the magic of the great Ruth name. So stock, display, and promote the Official Babe Ruth Baseball Uniform. It leads the league in profits.

See the complete Sackman line on display at our showrooms. Free newspaper mats available on request.

*Letters and Stockings with all uniforms*

*Two Other Sandlot Favorites*

**BIG FOUR BASEBALL UNIFORM**
Cotton flannel suit. Red trimming. Sizes 4-14 Shirt, pants, belt, stockings, cap, and letters

*Suggested retail price:* **$2.98**

**BIG FIVE BASEBALL UNIFORM**
Duvetyn suit. Sizes 4-16. Shirt and pants have two-tone braid. Felt cap with eyelets and soutache trimming. Genuine leather belt. Two-tone stockings and letters.

*Suggested retail price* **$4.98**

OFFICIAL *Babe Ruth*
BASEBALL UNIFORM

Heavy cotton flannel suit. Sizes 4-14. Shirt and pants have blue trimmings, and matching cap. Genuine leather belt. Two-tone stockings. Babe Ruth name on front of shirt; and official Babe Ruth emblem on sleeve.

*Suggested retail price:* **$3.98**

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Everyone's just Dippy about "LIPPY"!
BEACH BATHTUB AND PLAYPEN
Lippy is ideal for little ungentle hands. At home on land or water, Lippy floats and rocks, as he rocks, his eyes roll and his realistic bill opens and shuts to make quacker conversation. Lippy is made of *Tenite, a tough, shatter-proof plastic. His gay lustrous colors cannot chip or peel. Frequent swims will not rust this toy, because *Tenite is noncorrodible and as everyone knows, water slides easily off a duck's back. Colors: Pink, Blue, Yellow, Orange.
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*ELLE A*
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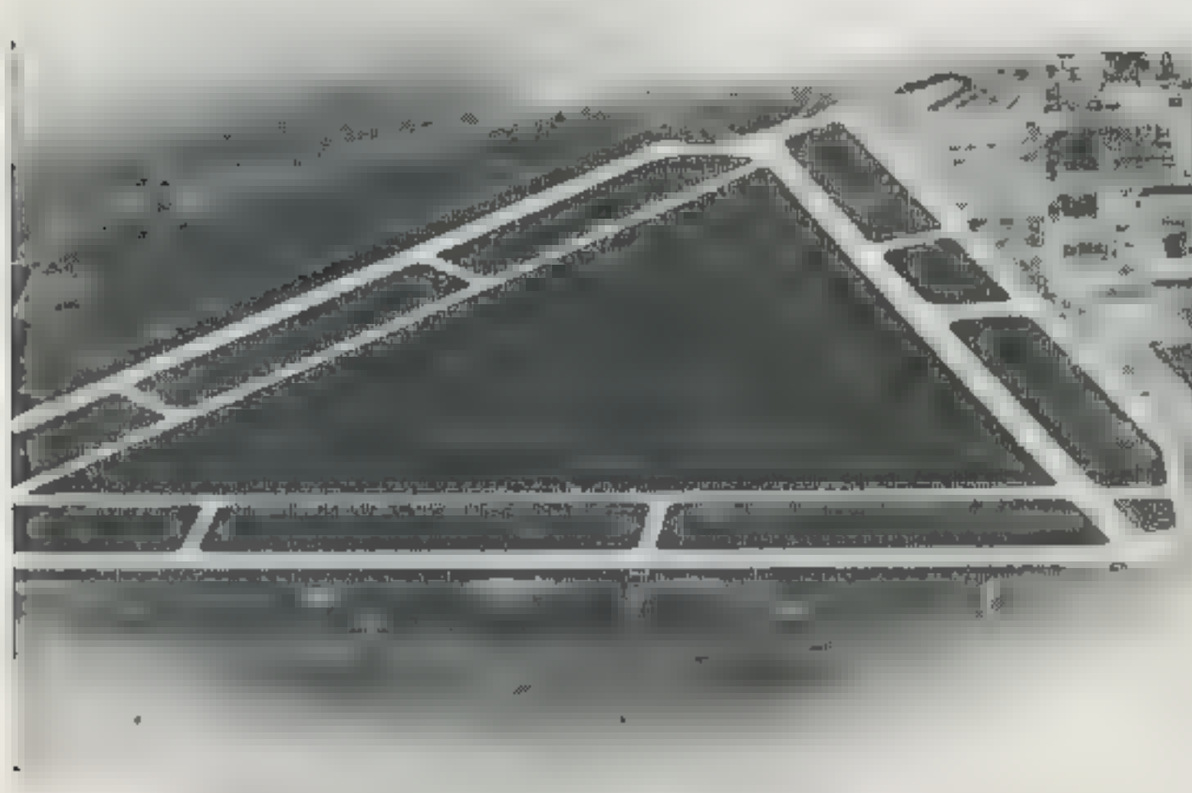
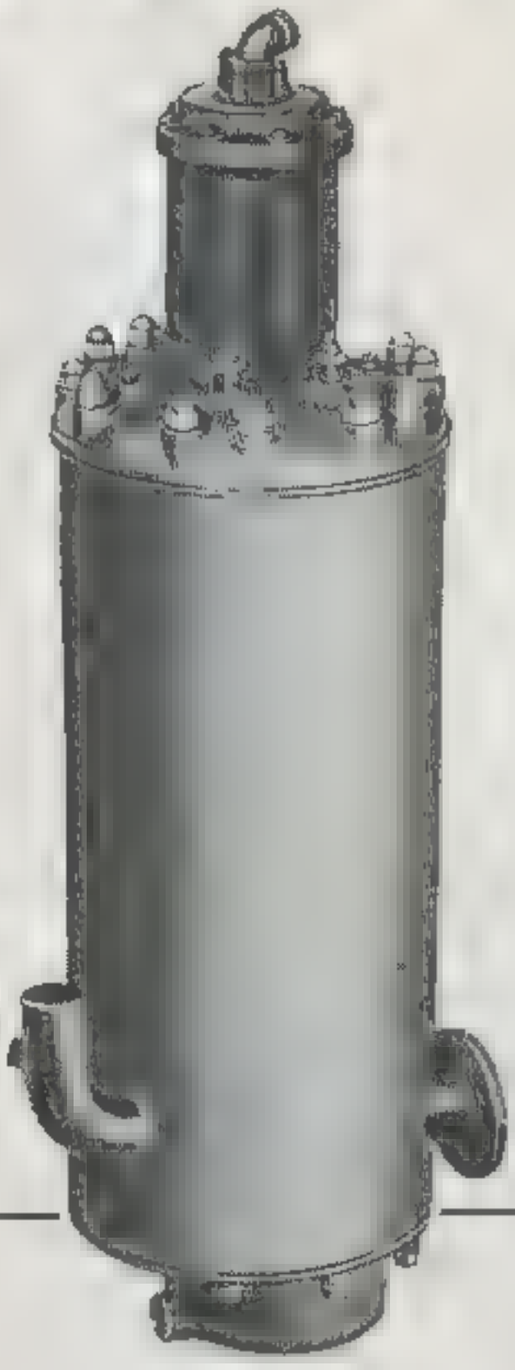
*Lucienne est déjà une vraie petite femme puisqu'elle sait*
*[illegible] la Brillantine Lustrale Cadoricin donne les*
*plus jolies boucles du monde !*

*Brillantine* LUSTRALE **CADORICIN**

# Wright Field Demands the Finest





THAT'S WHY

## *Bendix-Skinner*

## JET FUEL FILTERS ARE THE CHOICE!

Wright Field, the heart of the U. S. Air Force, chooses Bendix-Skinner Filters for most of their jet fuel filtering. In fact, there are over 2,000 Bendix-Skinner Filters in daily use on U.S.A.F. bases all over the world.

The fuel in jet engines *must* be kept free from contaminants, particularly water. If water is present, it freezes at high altitudes and may result in forced landings. To prevent this, Wright Field requires that all harmful water and all foreign particles larger than 5 microns (.0002″) be removed. So Bendix-Skinner Filters frequently get the call on Wright Field's refueling trailers, auxiliary carts and ground installations.

If Bendix-Skinner Filters can give continuous satisfactory performance at Wright Field, why not find out how they can solve *your* filtering problem? Our engineers will be happy to work with you.

*SPECIFY BENDIX-SKINNER FILTERS FOR EVERY AIRCRAFT!*

**SKINNER PURIFIERS DIVISION OF**
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Bendix
AVIATION CORPORATION

## Test-Engine Economy

To accomplish rapid, inexpensive screening of fuels and lubricants, engineers at the Texas Co.'s Beacon (N. Y.) laboratories utilize a single-cylinder Lauson engine.

While affording results which compare closely with those obtained from full-scale runs, tests with the small power unit cut fuel requirements from 200 to 15 gal. and reduce oil needs from 12 to 3 quarts.

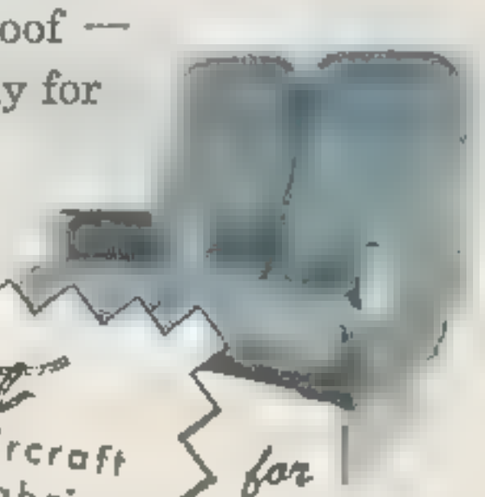
Tests run on the engine include determination of effects of oils on powerplant cleanliness, action of additives in varying concentrations, bearing lubrication characteristics, and general performance.

### Airport Fire-Fighter

Extinguishing media consisting of 4500 lb. of low pressure carbon dioxide and 230 gal. of mechanical foam solution is carried in fire truck built by Cardox Corp., 307 N. Michigan Ave., Chicago 1, Ill. Unit weighs approximately 32,000 lb. with full load, has cruising speed of 60 mph. Feature is new type, front-bumper-mounted, 10 ft. boom with working elevation of 18 ft. Capacity of boom nozzle is 1,250 lb. of $CO_2$ per min. Oscillating ground sweep nozzle directs 750 lb. $CO_2$ per min. at base of flames and prevents fire break through beneath truck in close-range fighting. Two foam makers, also mounted on front bumper, discharge 60 gal. of solution per min. ahead of truck in intersecting arcs. In addition to hand lines there is bayonet type nozzle for piercing plane compartments, engine nacelles or other enclosed spaces. Single control mechanism directs movement of the boom up, down or sideways, as well as the movement of the boom nozzle itself "in" and "out" in a vertical plane. Control valves on truck's instrument panel release $CO_2$ and foam from ground sweep apparatus.

# ALL USE BRIDGEPORT UPHOLSTERY FABRICS

. . . because they are easier to maintain, easier to install and are longer wearing than other aircraft upholstery fabrics. What's more, the original designs of Bridgeport Upholstery fabrics are smartly conceived in the most pleasing colors to harmonize with any interior scheme. Bridgeport fabrics are safer, too—the CAA certifies them to be flameproof — they do not support combustion. Write today for complete details and sample swatches of Bridgeport Aircraft Upholstery Fabrics—they are available in a variety of standard colors and weaves or can be supplied in designs for your exclusive use.



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SEATS
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BRIDGEPORT 1, CONNECTICUT

Est. 1837

# Why she's laughing over spilt milk

SPILLS used to mean big cleaning bills for airlines. Removing and dry-cleaning a wool carpet runs into heavy labor and material costs. But this problem has now been answered by B. F. Goodrich engineers—with the Avtrim Flight Rug, shown in the Capital Airlines' picture above.

Things spilled on an Avtrim Flight Rug can be easily wiped up. Thorough cleaning can be done with soap and water or a solvent, without removing the rug What's more, Avtrim Flight Rugs last far longer than ordinary carpets. They're easy to install. The flame-resisting sponge rubber backing provides cushiony comfort, reduces vibration. And the glorious colors add new beauty to any cabin.

Avtrim is an ideal material, too, for arm rests, baggage racks, wall paneling and many other uses For complete information, write to *The B. F. Goodrich Company, Aeronautical Division, Akron, Ohio*

**B.F.Goodrich**

**FIRST IN RUBBER**

# How to keep a bubble from bursting

HIGH-FLYING planes were having trouble with the seals on their bubble-type canopies. These inflatable rubber seals couldn't take the low temperatures and effects of pressure at high altitudes. They blew out, bursting the bubble at its "seams".

B. F. Goodrich engineers tackled the problem, came up with a new idea for the McDonnell Banshee. They took knitted fabric, rubber-coated inside and out, and cured it to a soft rubber, channel base. Under pressure, this rubberized fabric (slack before inflation) increases the size of the seal many times, with almost *no stretching* of the rubber.

As a result, it's like blowing up a paper bag instead of a balloon. The new seal inflates easier, with lower, safer pressures Even at *minus* 65° F. less pressure is required by the new seal than at *room* temperatures by the old-type seals!

What's more, the B. F. Goodrich inflatable seal fits complex curves. It's more adaptable, tougher, more damage-resistant. Sealing and unsealing action is faster. Sliding wear and scuffing are minimized.

This new BFG seal has proved so superior that several planes besides the Banshee have adopted it as standard. In each case, it is tailored to the design.

If you have a sealing problem—in canopies, movable walls, wind-tunnel doors or other projects—get the help of B. F. Goodrich engineers now. Write to *The B. F. Goodrich Company, Aeronautical Division, Akron, Ohio.*

**B.F.Goodrich**

**FIRST IN RUBBER**

# The brake that puts a stop to high maintenance costs

SHOWN above is one of the B. F. Goodrich assemblies on Trans World Airline's Stratoliner fleet, now being converted 100% to B. F. Goodrich brakes.

This is TWA's first experience with BFG Expander Tube brakes. But already the results are clear. Mechanics report an important reduction in maintenance.

The secret is the simple design of the B. F. Goodrich Expander Tube brake. Many extra parts and linkages found in other brakes are eliminated in BFG brakes. The only tools needed to reline them are a screwdriver and pliers. And because the Expander Tube braking action covers a full circle, wear is slower and spread more evenly. Maintenance man-hours, flying-time losses and replacement costs are all cut.

TWA further reports that pilots like the "operational feel" and that "a weight saving of sixty pounds per airplane was realized over the original type brake".

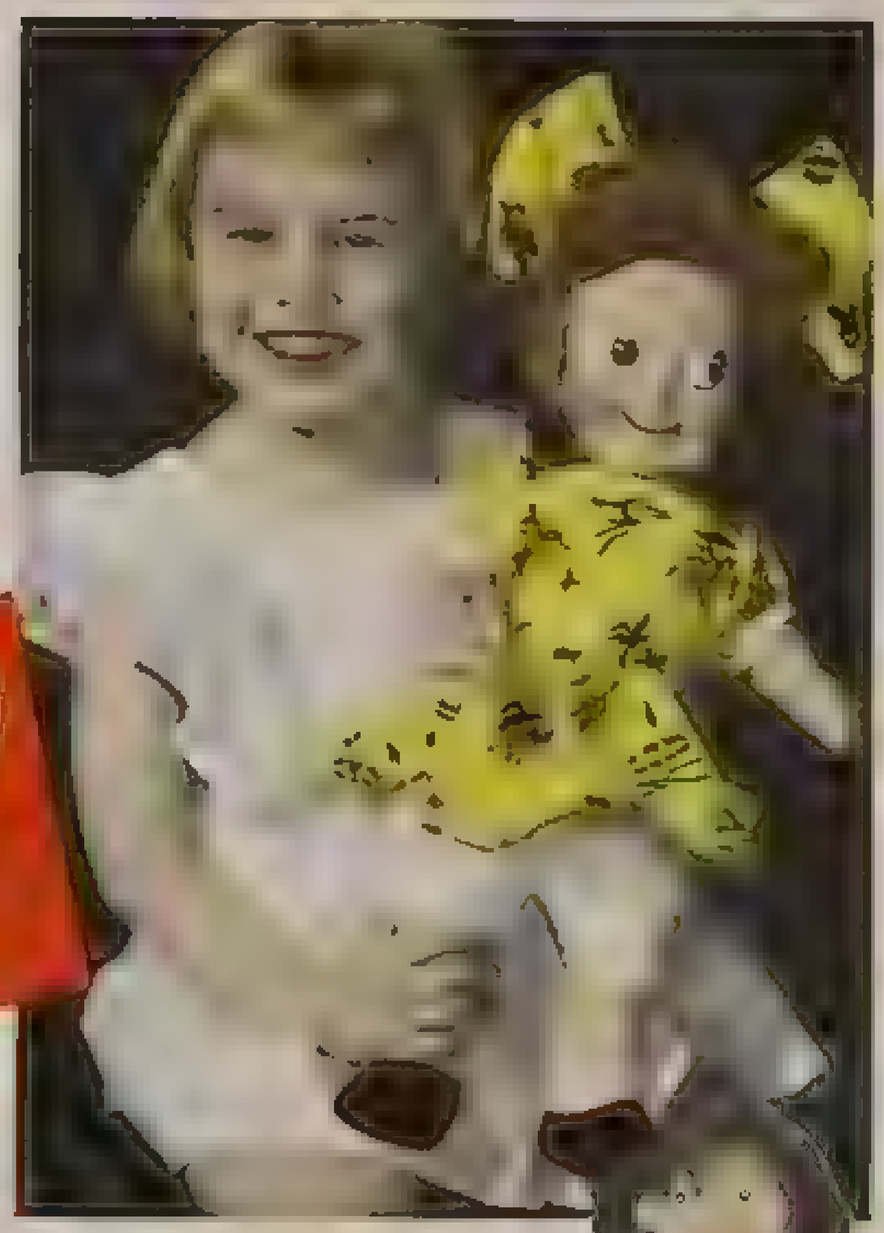
B. F. Goodrich brakes offer many other advantages, with special benefits for each type of aircraft — airliner, military and personal. For help with your particular problems, write to *The B. F. Goodrich Company, Aeronautical Division, Akron, Ohio.*

**B.F.Goodrich**

**FIRST IN RUBBER**

*Everybody loves 'em...*

# EVERYBODY BUYS 'EM



## YEAR 'ROUND SELLERS

Your favorite comic strip characters come to life in these new COMIC STRIP DOLLS. Children go wild over them . . . Parents admire their unique construction and delight in the true-to-life clothing imitations. All dolls are the soft body type, colored with non-toxic paints. Each is individually packaged in a 4 color original comic strip box with a cellophane front. Made to retail up to $4.95.

**BE SURE TO VISIT OUR FAMILY AT THE TOY FAIR**

**Room 535 Hotel New Yorker**

*Exclusively Manufactured by*

**COLUMBIA TOY PRODUCTS**

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GAVE YOU
**MOTORS GUARANTEED FOR LIFE!!**
AND RECORD BREAKING SALES

Now WITH OUR NEW NUMBER 4
WITH ADDED SALES FEATURES
HOTTER THAN A 4 ALARM FIRE

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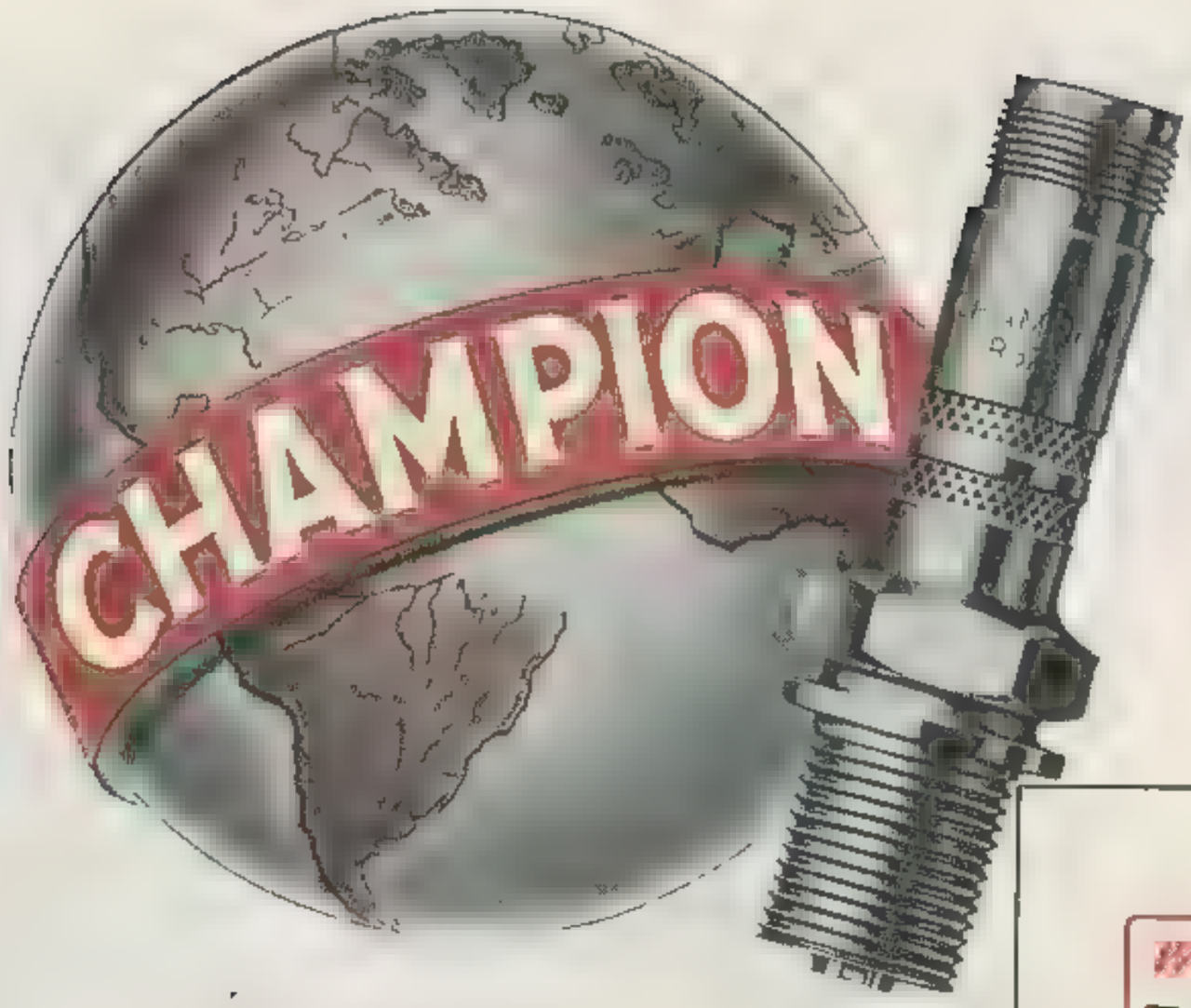
# THE NEW YORKER

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The widespread use of Champion Ceramic Aircraft Spark Plugs by every leading airline means a great deal to you people who either fly or maintain airplanes on a scale short of airline magnitude. These leaders buy and use spark plugs only after thousands of hours of comparative testing, even *after* they have been recommended by engine manufacturers! Like leaders in other industries, their size and resources permit—and their responsibility to the public necessitates proving—that everything they use be absolutely dependable. As a result, regardless of the size of your engine, you can equip it with Champions and fly with confidence and utmost economy.

*FOLLOW THE EXPERTS*

**USE CHAMPIONS AND FLY WITH CONFIDENCE**

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TWA
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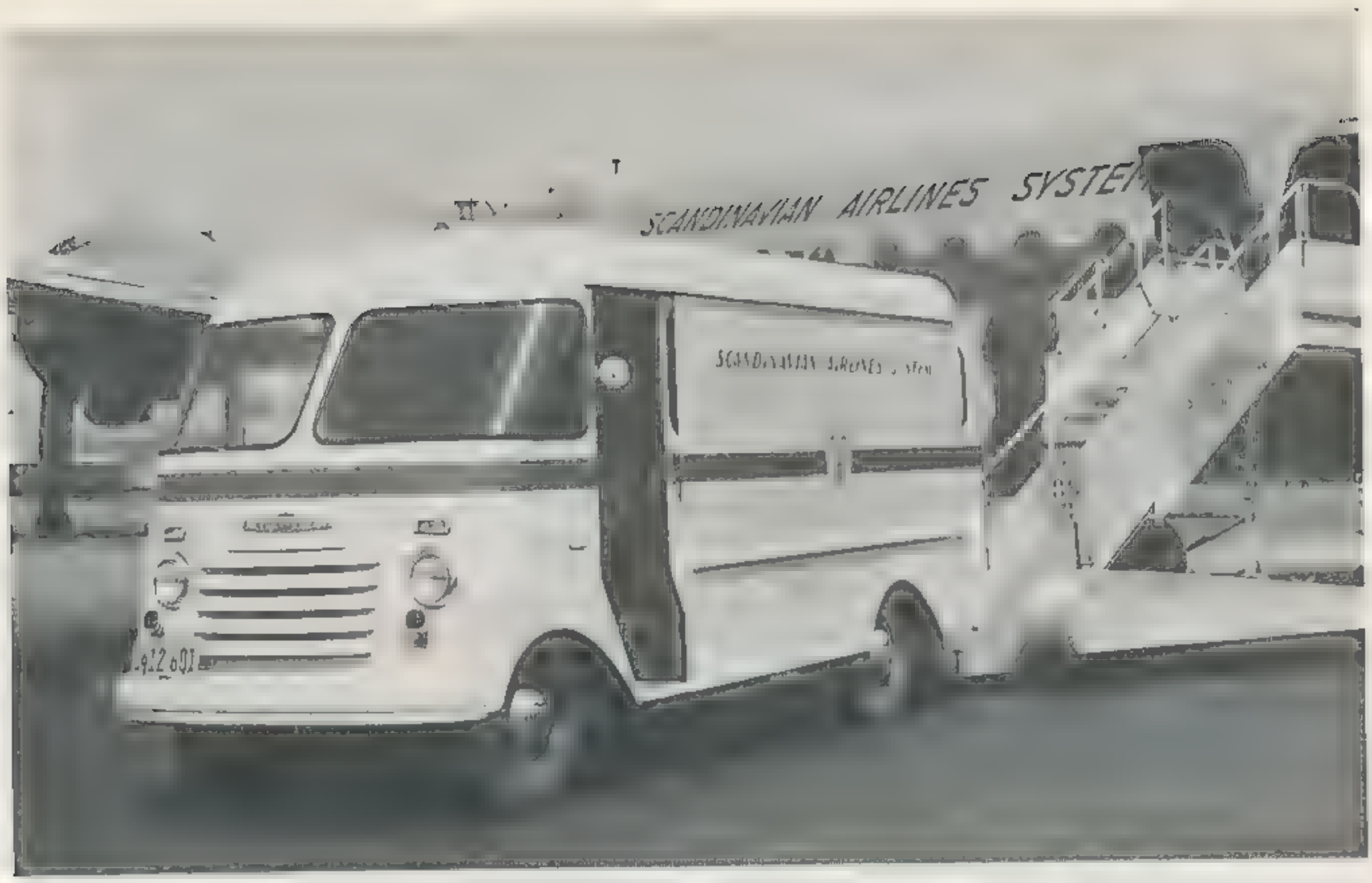
PAA

NORTHEAST AIRLINES

NORTHWEST AIRLINES
NWA

*Listen to the CHAMPION ROLL CALL : . . Harry Wismer's fast sportscast every Friday night over ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO*




## Choose the Leader . . . *For VALUE!*

# CHEVROLET ADVANCE-DESIGN TRUCKS

CHEVROLET From one end of the nation to the other, more truck users buy Chevrolet trucks than any other make. Chevrolet trucks offer more of what truck users want—more power combined with economy . . . more comfort and convenience . . . greater ease of handling . . . more value from start to finish! And to all these advantages you can add the biggest premium of all—3-WAY THRIFT! Here's the one truck that combines low cost operation, low cost upkeep and the *lowest list prices in the entire truck field!*

CHEVROLET MOTOR DIVISION, *General Motors Corporation,* DETROIT 2, MICHIGAN

## Chevrolet Trucks alone have all these features

Chevrolet's 4-SPEED SYNCHRO-MESH TRANSMISSION offers quicker, quieter and easier operation in Series 3800 and heavier duty trucks. Faster shifting maintains speed and momentum on grades.

Chevrolet trucks have the famous CAB THAT "BREATHES"*! Outside air is drawn in and used air forced out! Heated in cold weather.

Chevrolet's power-packed LOAD-MASTER ENGINE provides improved durability and efficiency in Series 5000 and 6000 models as well as the world's greatest economy for its size!

Chevrolet Advance-Design brings you the FLEXI-MOUNTED CAB, cushioned on rubber against road shocks, torsion and vibration.

Chevrolet's exclusive SPLINED REAR AXLE HUB CONNECTION adds greater strength and durability to heavy-duty models.

Uniweld, All-Steel Cab Construction • Large, Durable, Fully-Adjustable Seat • All Round Visibility with Rear-Corner Windows* • Heavier Springs • Super-Strength Frames • Full-Floating Hypoid Rear Axles in the 3600 Series and Heavier Duty Models • Specially Designed Brakes • Hydrovac Power Brakes in Series 5000 and 6000 Models • Standard Cab-To-Axle Length Dimensions • Multiple Color Options.

**Heating and ventilating system and rear-corner windows with de luxe equipment optional at extra cost*

## *CHOOSE CHEVROLET TRUCKS FOR TRANSPORTATION UNLIMITED!*

## *America Wants Value . . . America Buys*

# CHEVROLET ADVANCE-DESIGN TRUCKS

America's truck operators know that these all-star cargo carriers deliver the goods all along the line—in power, stability, stamina, handling ease, comfort and convenience. They know—and they buy and operate more Chevrolet trucks than any other make. And in owning the nation's Number 1 truck, they enjoy *lower cost* of operation, *lower cost* of upkeep and the *lowest list prices in the entire truck field!*

CHEVROLET MOTOR DIVISION, *General Motors Corporation*, DETROIT 2, MICHIGAN

### Chevrolet's the *Only* Truck With All These Features

**NEW CHEVROLET 4-SPEED SYNCHRO-MESH TRUCK TRANSMISSION**

A special feature in Series 3800 and heavier duty models that assures new operating ease and efficiency.

**THE CAB THAT "BREATHES"**

Here are the trucks with the famous cab that "breathes"! Outside air is drawn in and used air is forced out! Heated in cold weather.*

**FLEXI-MOUNTED CAB**

Chevrolet's Advance-Design Cab is mounted on rubber, cushioned against road shocks, torsion and vibration.

**IMPROVED VALVE-IN-HEAD ENGINE**

The world's most economical engine for its size now has greater durability and operating efficiency.

CHEVROLET

**SPLINED REAR AXLE HUB CONNECTION**

Greater strength and durability in heavy-duty models with this exclusive Advance-Design feature.

PLUS Uniweld, all-steel cab construction • New, heavier springs • Full-floating hypoid rear axles on the 3600 Series and heavier duty models • All-round visibility with rear corner windows* • Specially designed brakes • Hydrovac power brakes on Series 5000 and 6000 models • Ball-bearing steering • Double-line pre-selective power shift in 2-speed axle at extra cost on Series 5000 and 6000 models • Wide-base wheels • Standard cab-to-axle-length dimensions • Multiple color options

**Heating and ventilating system and rear corner windows with de luxe equipment optional at extra cost.*

## *CHOOSE CHEVROLET TRUCKS FOR TRANSPORTATION UNLIMITED!*

*America's Choice*

# CHEVROLET

# ADVANCE-DESIGN TRUCKS

## *for All-Around Value!*

***Ask the experts—***

***If you ask the drivers, they'll say:***

"Chevrolet Advance-Design Trucks can and will take it day after day, month after month. They're easy to handle . . . built with driver safety and comfort in mind."

***The mechanics insist:***

"Chevrolet trucks last longer because they're designed, engineered and built for the job. They're easier to work on . . . built with an eye to economical maintenance."

***The owners will tell you:***

"Only Chevrolet has the TRIPLE ECONOMY of low cost operation . . . low cost upkeep . . . and the lowest prices in the entire truck field."

CHEVROLET MOTOR DIVISION, *General Motors Corporation*, DETROIT 2, MICHIGAN

### Only the Leader—Chevrolet has all these features:

**NEW CHEVROLET 4-SPEED SYNCHRO-MESH TRUCK TRANSMISSION**

A special feature in one-ton and heavier duty models that assures new operating ease and efficiency.

**THE CAB THAT "BREATHES"**

Here are the trucks with the famous cab that "breathes"! Outside air is drawn in and used air is forced out! Heated in cold weather.*

**FLEXI-MOUNTED CAB**

Chevrolet's Advance-Design Cab is mounted on rubber, cushioned against road shocks, torsion and vibration.

**IMPROVED VALVE-IN-HEAD ENGINE**

The world's most economical engine for its size now has greater durability and operating efficiency.

**SPLINED REAR AXLE HUB CONNECTION**

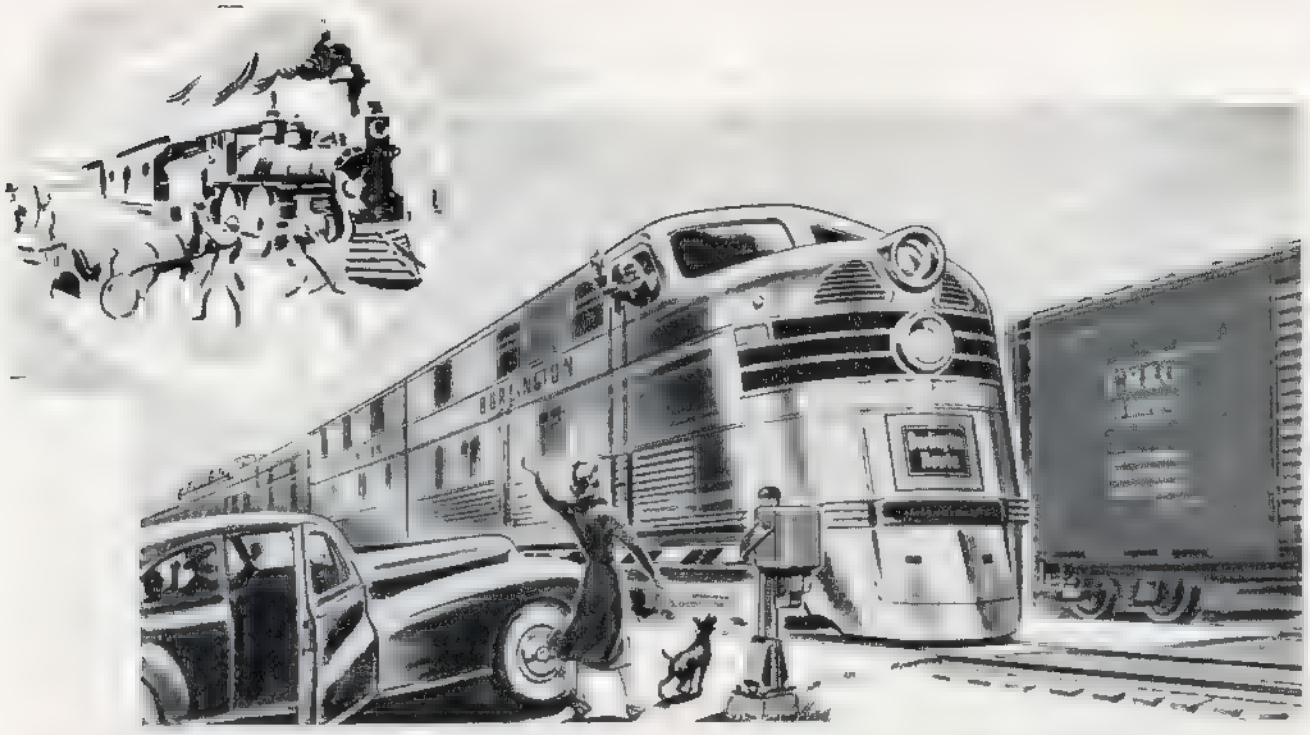
Greater strength and durability in heavy-duty models with this exclusive Advance-Design feature.

PLUS Uniweld, all-steel cab construction • New, heavier springs • Full-floating hypoid rear axles on ¾-ton and heavier duty models • All-round visibility with rear corner windows* • Specially designed brakes • Hydrovac power brakes on two-ton models • Ball-bearing steering • Double-line pre-selective power shift in 2-speed axle at extra cost on two-ton models • Wide base wheels • Standard cab-to-axle-length dimensions • Multiple color options.

**Heating and ventilating system and rear corner windows with de luxe equipment optional at extra cost*

CHEVROLET

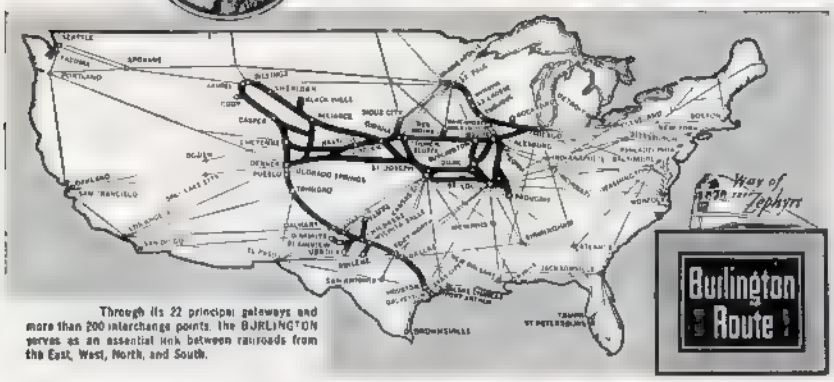
**CHOOSE CHEVROLET TRUCKS FOR TRANSPORTATION UNLIMITED**




# BURLINGTON'S 100th ANNIVERSARY

● One hundred years ago, a little group of foresighted men obtained a charter for the twelve-mile Aurora Branch Railroad. From that humble beginning (on February 12, 1849) has grown the present Burlington system - 11,000 miles of railroad, serving fourteen great states. Rich in the pioneering tradition, the Burlington has contributed many important innovations in railroading . . . from the first railway post office (1862) to America's first diesel-powered, streamlined train (1934) and the first *Vista-Dome* car (1945). The 35,000 men and women of the Burlington Lines are proud of its past progress and its present achievements. But they are more interested in the future. The Burlington's first century, eventful and productive, lies behind us. Ahead is a new horizon . . . a new challenge . . . a new opportunity —to serve more people better through the years to come.

## BURLINGTON LINES




Through its 22 principal gateways and more than 200 interchange points, the BURLINGTON serves as an essential link between railroads from the East, West, North, and South.

Chicago, Burlington & Quincy Railroad
Colorado and Southern Railway
Fort Worth and Denver City Railway
The Wichita Valley Railway
Burlington-Rock Island Railroad

*Everywhere West*

AN ESSENTIAL LINK IN TRANSCONTINENTAL TRANSPORTATION

Latest versions of the U. S. Navy Lockheed P2V search-patrol plane are cooled by Clifford Feather-Weight All-Aluminum Oil Coolers. The P2V is the first search-patrol plane ever designed "from the ground up" for the Navy. One of this series, the Truculent Turtle, holds the world non-stop distance record of 11,236 statute miles, a flight from Perth, Australia to Columbus, Ohio, in the fall of 1946. Production of the P2V is under way at Lockheed Aircraft Corporation factory in Burbank, California.
Oil Cooled by Feather-Weights

The Lockheed P2V joins a distinguished group of modern conventional and jet-propelled aircraft now benefiting from the superior weight-strength ratio and accurate pre-testing of FEATHER-WEIGHT all-aluminum oil coolers.

Clifford's patented method of brazing aluminum in thin sections and the thorough testing methods used in Clifford's wind-tunnel laboratory . . . largest and most modern in the aeronautical heat exchanger industry . . . contribute to increasing popularity of Feather-Weights.

Inquiries concerning Feather-Weight All-Aluminum Oil Coolers are invited. CLIFFORD MANUFACTURING COMPANY, 561 GROVE ST., WALTHAM 54, MASS. *Division of Standard-Thomson Corporation.* Offices in New York, Detroit, Chicago and Los Angeles.

Feather Weight **CLIFFORD**

ALL-ALUMINUM OIL COOLERS

FOR AIRCRAFT ENGINES

HYDRAULICALLY-FORMED BELLOWS

AND BELLOWS ASSEMBLIES

In this thirtieth year of K.L.M. world-wide airline service, Convair* is proud of the important role that Convair-Liners are playing on royal routes throughout the heart of the European continent . . .

Fast, dependable and economical Convair-Liners will continue to serve K.L.M. in maintaining the system's reputation for efficient service in the years to come.

*Convair

Consolidated Vultee Aircraft Corporation
San Diego, California - Fort Worth, Texas

# These Curtiss propeller features are *service-proved*

They have accumulated flying time on leading types of aircraft . . . over all air routes. Curtiss *first* introduced to service use *automatic synchronization*, *reverse thrust* and *hollow steel blades* —three great propeller developments. Each of these features has been *service-proved* on commercial and military aircraft. Each is *daily* adding more *flying* time. Here are the *service-proved* facts about . . .

**1 CURTISS AUTOMATIC SYNCHRONIZATION** — It "gears" the speed of all engines electrically under the control of a single cockpit lever . . . eliminates noisy, tiring, off-rhythm engine "beat" . . . assures greater passenger comfort . . . frees flight crew for other duties.

**2 CURTISS REVERSE THRUST** — It provides the smooth, *air-cushioned* landing that makes the trip *end* comfortably for the passenger . . . provides effective *braking* on wet, icy runways for greater *safety*. And for more economical operation, Curtiss *reverse thrust* permits backing and maneuvering without ground assistance . . . reduces brake and tire wear.

**3 CURTISS HOLLOW STEEL BLADES** *Save money* flying or landing. Their strong, tough, hollow steel construction, their precision production by over 100 separate operations assure maximum resistance to erosion or abrasion even under extreme climatic or operating conditions.

A PRODUCT OF
PROPELLER DIVISION CURTISS WRIGHT CALDWELL, NEW JERSEY
FIRST IN FLIGHT

**CURTISS ELECTRIC PROPELLERS**

# We Just Can't Describe It Here—But . . .

## SOMETHING SENSATIONALLY NEW!

*has been added to*

"SPOTLITE"

# MASQUERADE COSTUMES!

*Featuring*

## WALT DISNEY

**FAMOUS LOVABLE CHARACTERS**

*and a full assortment of*

## HALLOWE'EN FAVORITES

*See This Unusual Presentation Now!*

## BEN COOPER

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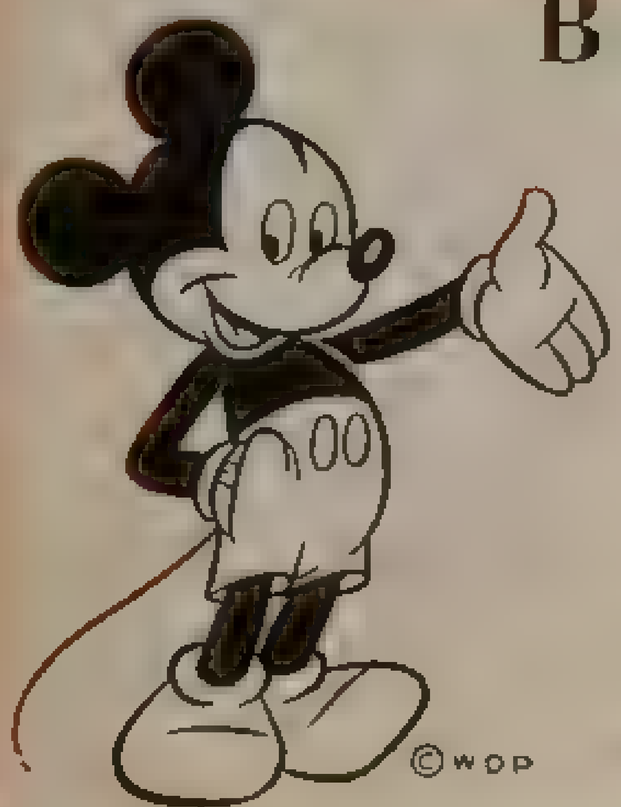


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**ROOM 325**

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# BIG MARCH ISSUE

## PAVES THE WAY FOR EXHIBITORS AT THE AMERICAN TOY FAIR

***Which Opens in New York City***
***On March 7...for 2 Weeks***

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IT ALSO GIVES MANUFACTURERS
WHO ARE NOT EXHIBITING
AN OPPORTUNITY TO CONTACT
THE TRADE IN TIME
FOR EARLY SPRING BUYING

**FORMS CLOSE FEBRUARY 15**

***Don't Miss It...Make Reservation NOW!***

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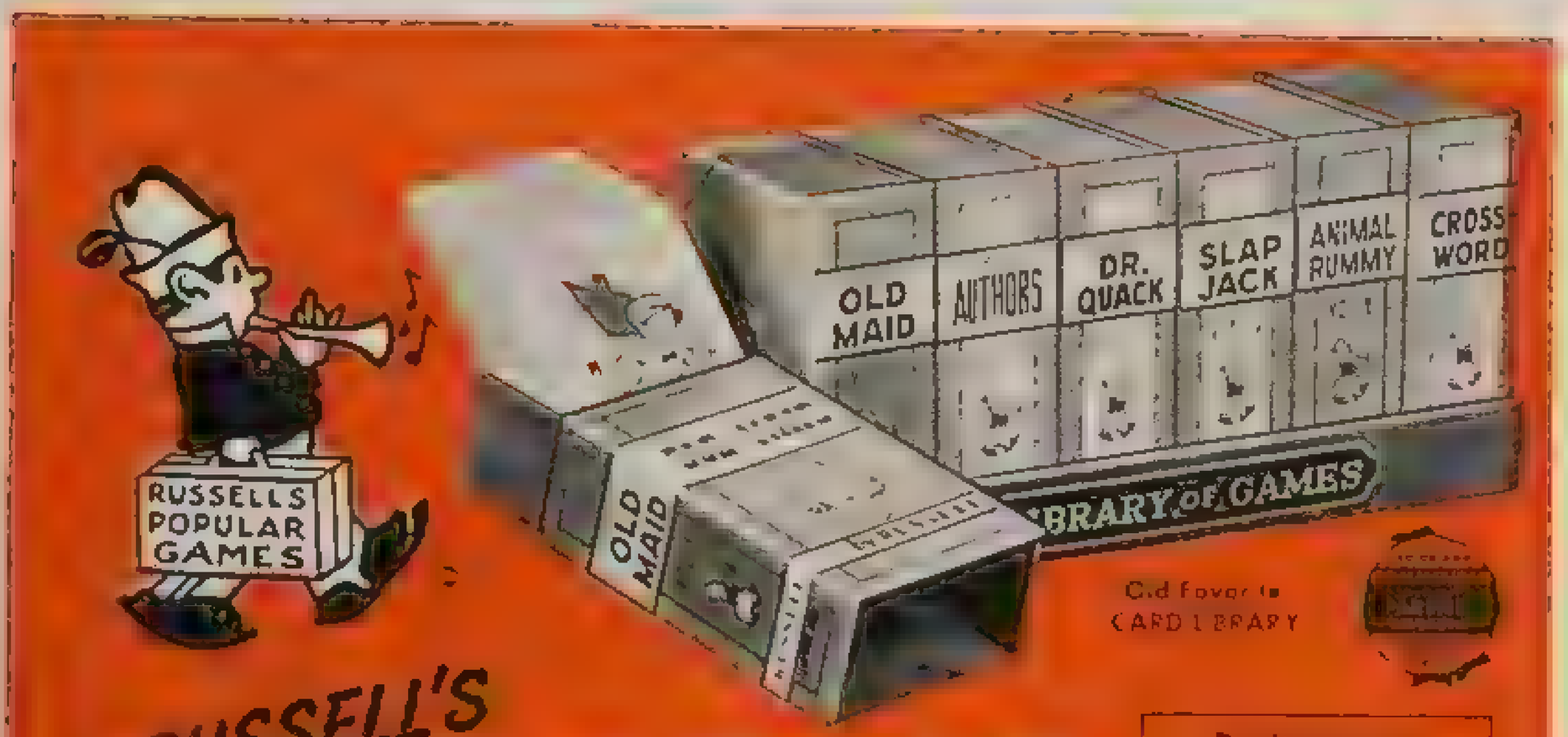
**THE BUYER KNOWS YOU BETTER WHEN HE SEES YOUR MERCHANDISE ADVERTISED IN TOYS *and* NOVELTIES**




# RUSSELL'S LIBRARIES OF GAMES

Don't miss our
'49 TOY FAIR SURPRISES!
We'll be expecting you in
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at the
HOTEL MCALPIN

TO RETAIL AT
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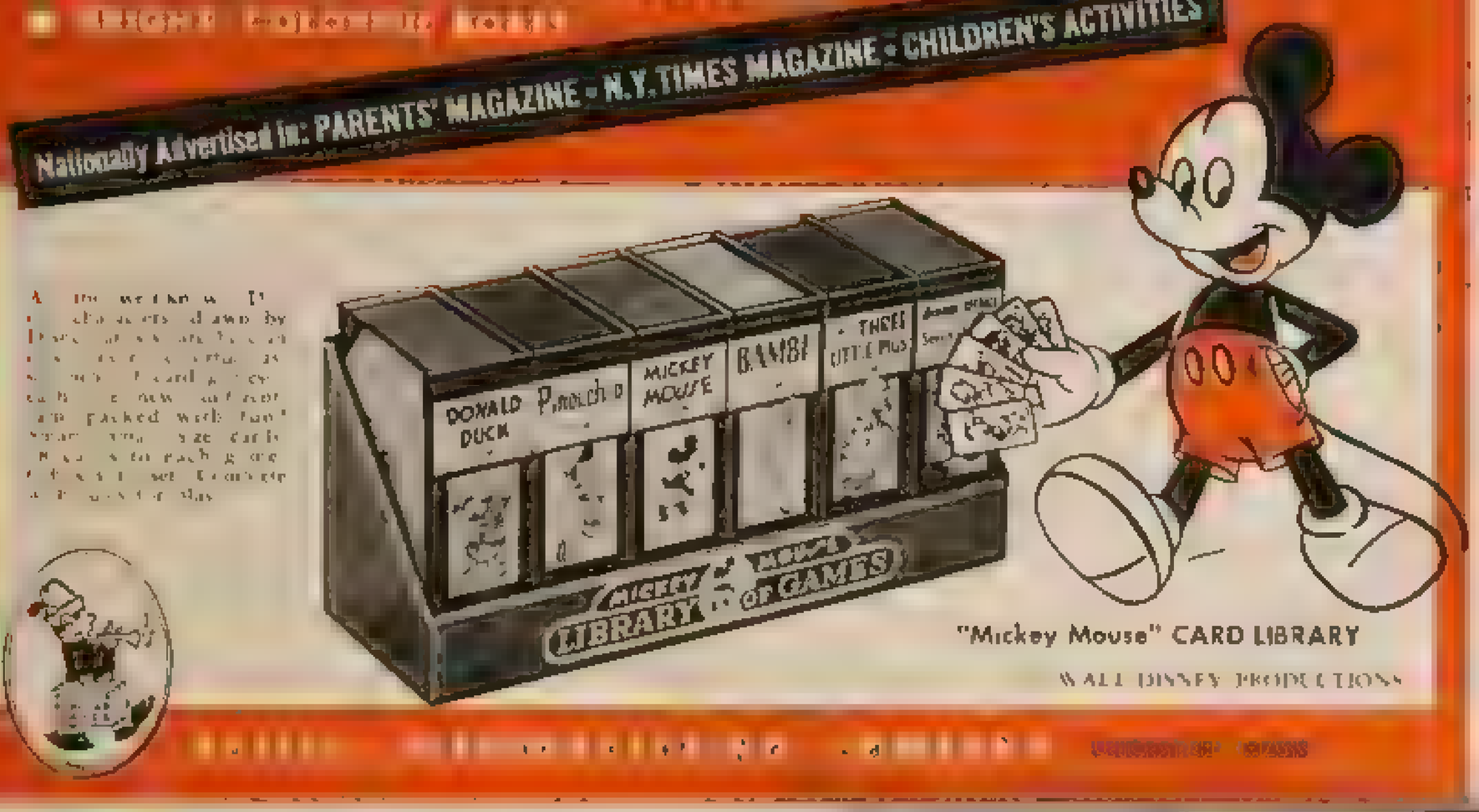
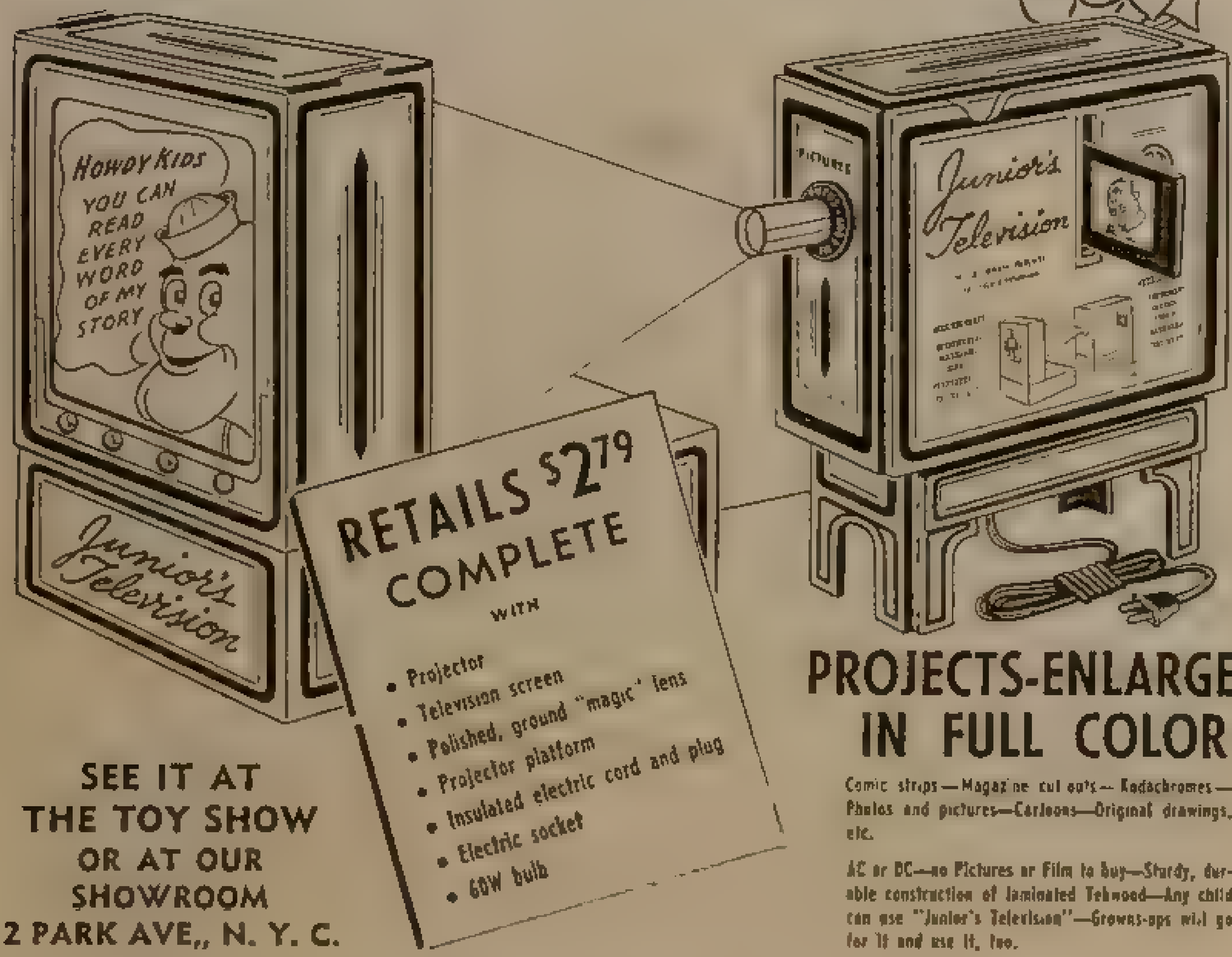



"Mickey Mouse" CARD LIBRARY
WALT DISNEY PRODUCTIONS

# NEW, SENSATIONAL TOY
# at a SENSATIONAL Price

## JUNIOR'S TELEVISION




**SEE IT AT THE TOY SHOW OR AT OUR SHOWROOM 2 PARK AVE., N. Y. C.**

## PROJECTS-ENLARGES IN FULL COLOR

Comic strips—Magazine cut outs—Kodachromes—Photos and pictures—Cartoons—Original drawings, etc.

AC or DC—no Pictures or Film to buy—Sturdy, durable construction of laminated Tehwood—Any child can use "Junior's Television"—Grown-ups will go for it and use it, too.

## ONE NEW YORK DEPARTMENT STORE SOLD OVER 8,000 IN FOUR WEEKS

STARTING WITH JANUARY, MAJOR DEPARTMENT STORES THROUGHOUT THE COUNTRY ARE FEATURING AND SELLING JUNIOR'S TELEVISION ALL YEAR 'ROUND

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12"

# BOOST YOUR *Spring and Easter* SALES WITH THESE Sunruco RUBBER TOYS

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No. 12018

No. 12019

*Order by Number*

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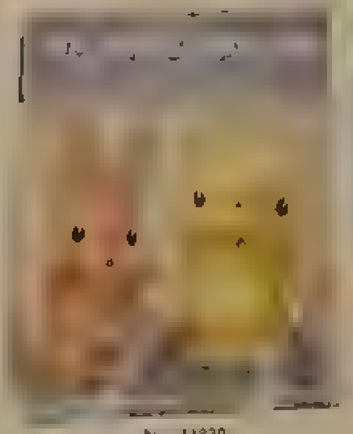

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**Sunruco Means 'Saleability'!**

When you sell Sunruco Rubber Toys you're selling the finest in quality, design and craftsmanship. Sunruco products are made of pure rubber to give children years and years of safe, durable fun. Sunruco Rubber Toys have become a household word with parents. They know there are no small parts to break off and be swallowed. Bright colors appeal to children. Sunruco products are absorbent to prevent slipping and are a constant source of repeat business. Sunruco toys are fast sellers and big profit makers. Use the coupon below for more information.

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No. 11753 **Baby Trunk.** Famous Sunruco elephant with Donald Duck & Mickey Mouse. Mickey's head is squeaker. Packing ... Wt. ... lbs.

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No. 11753 **Disney Mickey Mouse Tractor.** Mickey's head is squeaker. Packing ... Wt. ... lbs.

No. 11754 **Disney Pluto.** Soft rubber Pluto. Packing ... Wt. ... lbs.

No. 11755 **Disney Thumper.** Soft rubber Thumper. Packing ... Wt. ... lbs.

No. 11756 **Donald Duck.** Soft rubber Donald Duck. Packing ... Wt. ... lbs.

No. 11757 **Bobbsie Chick Safety Set.** Soft rubber chick. Packing ... Wt. ... lbs.

No. 11758 **Dog-Cat Safety Set.** Soft rubber dog and cat. Packing ... Wt. ... lbs.

No. 11759 **Dog-Pig Safety Set.** Soft rubber dog and pig. Packing ... Wt. ... lbs.

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No. 11752 **Sunruco Feeding-Teething Spoon.** Attractively mounted on ... card. Packing ... Wt. ... lbs.

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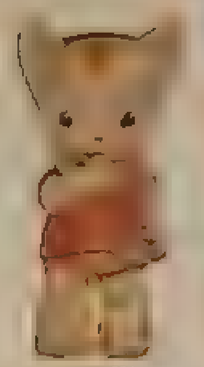

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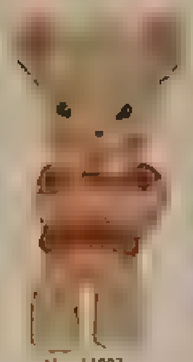

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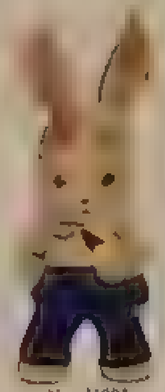

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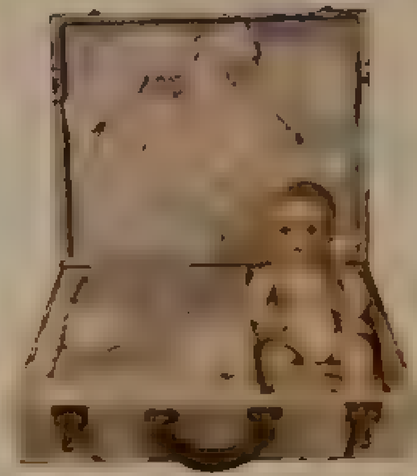
No. 10004 — 11" Sunbabe
No. 10006 — 13" Sunbabe



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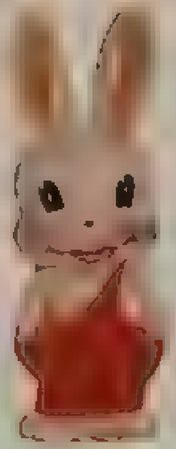

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# Portrait of future profits!

NEW DOUGLAS

## Super DC-3

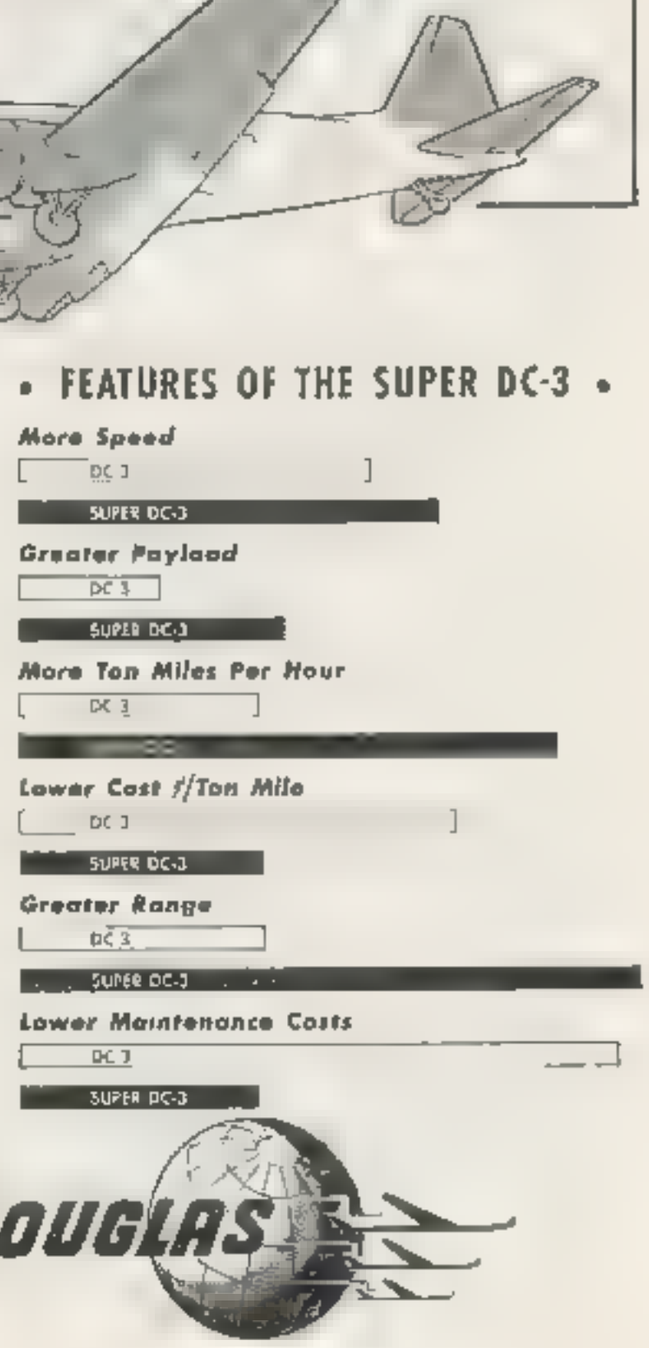
Think what this means to your profit picture—a fast, modern version of the dependable Douglas DC-3 that will operate at *less cost per ton mile!*

At modest cost your present DC-3s can be converted to the new Douglas Super DC-3. New swept-back wings . . . new powerful engines that increase speed to 250 mph . . . built-in stair ramp to facilitate loading and unloading . . . new rear cargo compartment . . . new large, self-service luggage racks—these are just a few of the features of the Super DC-3.

Whether your airline is large or small—it will pay you to get the full facts on the new faster Douglas Super DC-3—modern version of the most famous, time-tested airliner ever built.

DOUGLAS AIRCRAFT COMPANY, INC., SANTA MONICA, CALIFORNIA

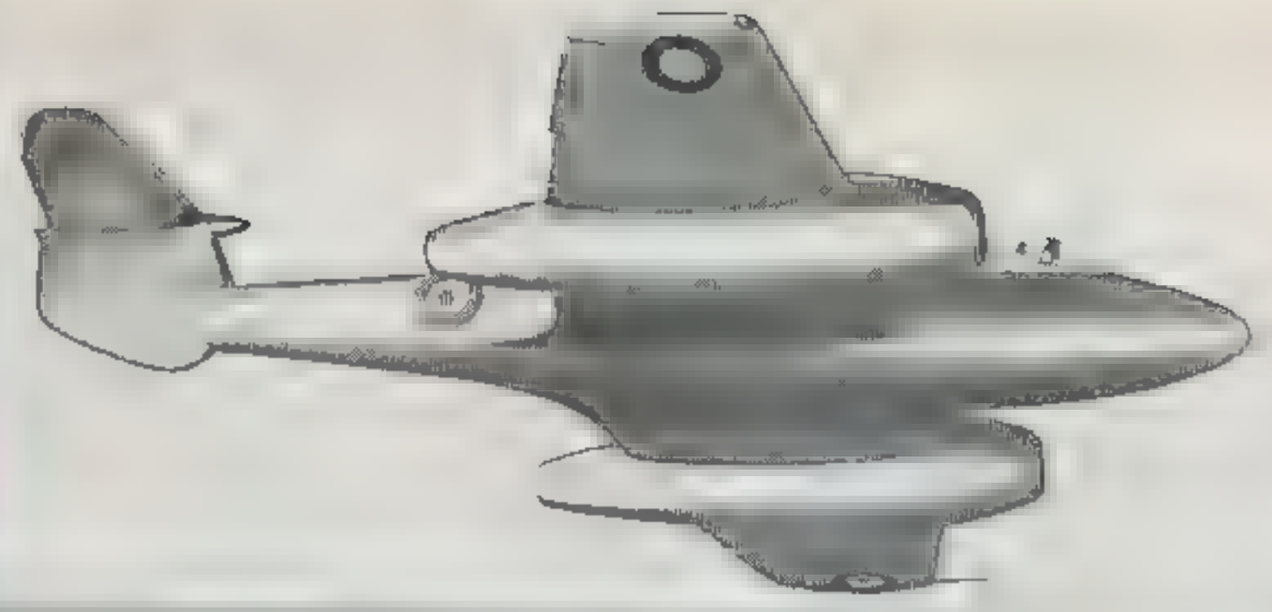
**• FEATURES OF THE SUPER DC-3 •**




**MORE PEOPLE FLY MORE PLACES BY DOUGLAS**

GLOSTER

METEOR IV



SAUNDERS-ROE

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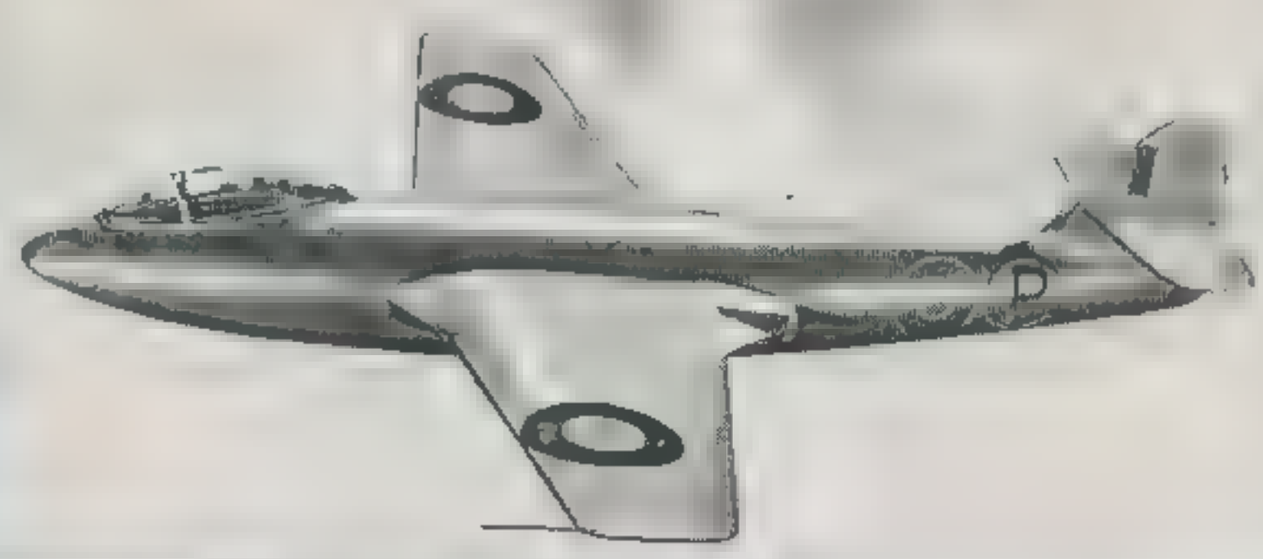


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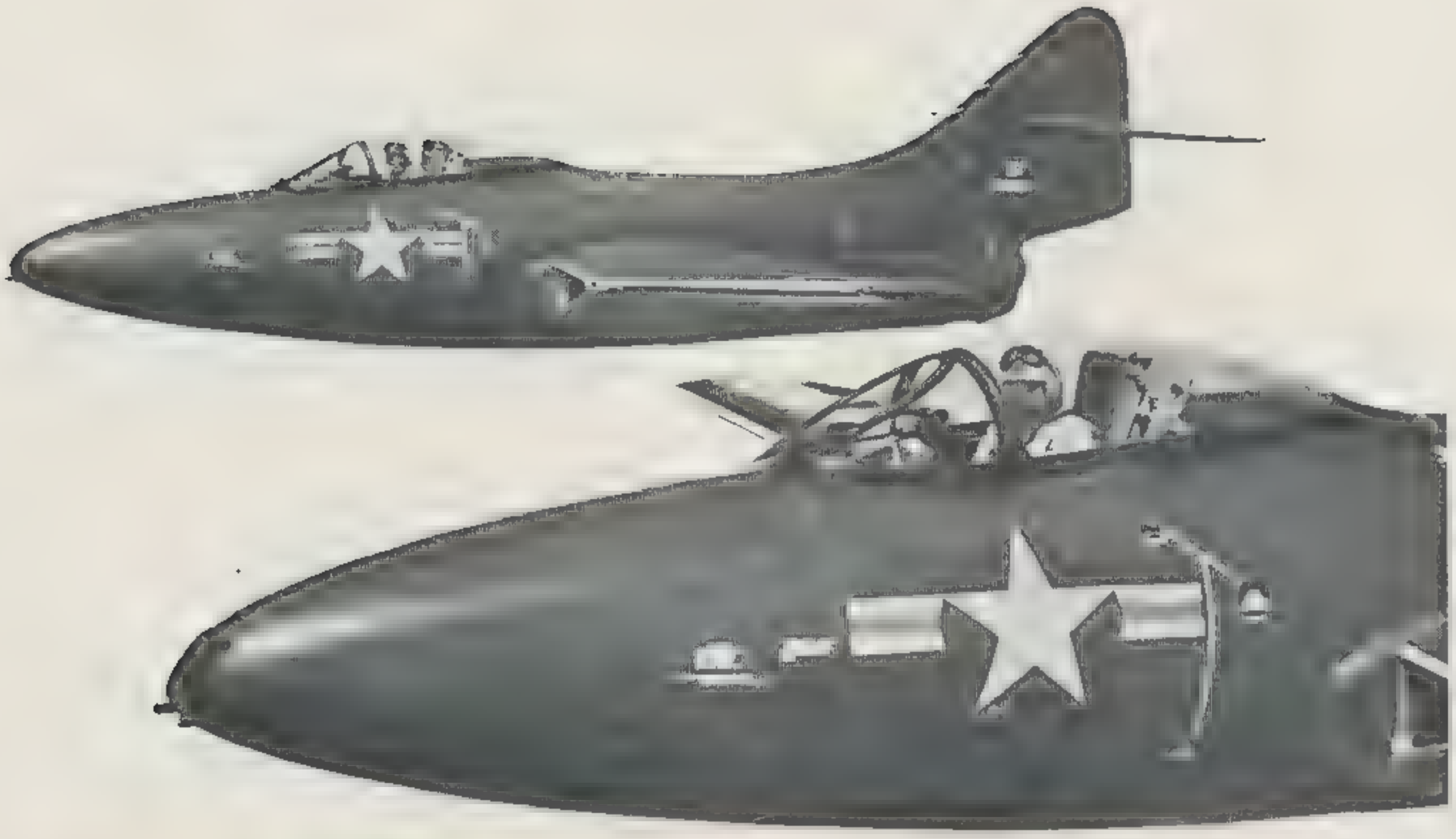


# WHY GRUMMAN JETS HAVE CANOPIES OF "LUCITE"*

## When you design enclosures, remember Grumman's six reasons for picking "LUCITE"

The Grumman F9F Panther attains near-supersonic speeds...climbs 40,000 feet within 10 minutes...helps make our Naval Air Force the finest in the world. For the enclosures of these jet fighters, Grumman picked Du Pont "Lucite" acrylic resin. Here's why:

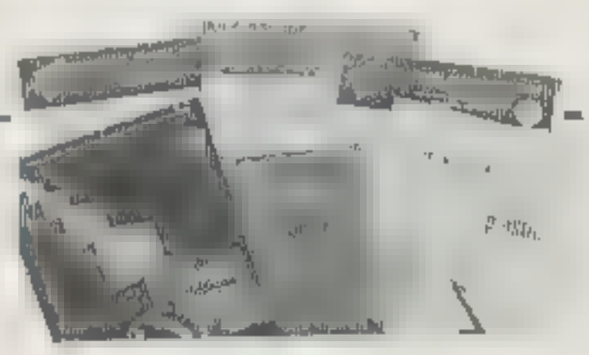
1. **"Lucite" is crystal clear** ... meets government specifications for optical uniformity ... provides undistorted vision for personnel.
2. **"Lucite" is strong and tough** ... tensile strength 7-8,000 P. S. I. ... flexural strength 12-16,000 P. S. I.
3. **"Lucite" is light in weight** ... approximately one-half the weight of glass.
4. **"Lucite" protects personnel** ... a special-type "Lucite" filters out most sunburning rays.
5. **"Lucite" resists weathering** ... is unaffected by sunlight, rain and snow.
6. **"Lucite" is workable** ... can be sawed, drilled, beveled and formed into deep compound curves *without special tools.*

If you need a transparent material for enclosures or other uses, keep "Lucite" in mind for best results. Mail coupon below for literature on "Lucite" and other Du Pont plastics serving the aviation industry.

**WING-TIP LIGHTS** of the Martin AM-1 Mauler, USN, are equipped with streamlined coverings of Du Pont "Lucite." "Lucite" transmits 90-92% of visible light ... has the ability to edgelight or "pipe" light around curves

REG U S PAT OFF

DU PONT
"LUCITE"
DU PONT
BETTER THINGS FOR BETTER LI
THROUGH C



**CLIP COUPON—MAIL TODAY!**

E. I. du Pont de Nemours & Co. (Inc.)
Plastics Department
Wilmington 98, Delaware

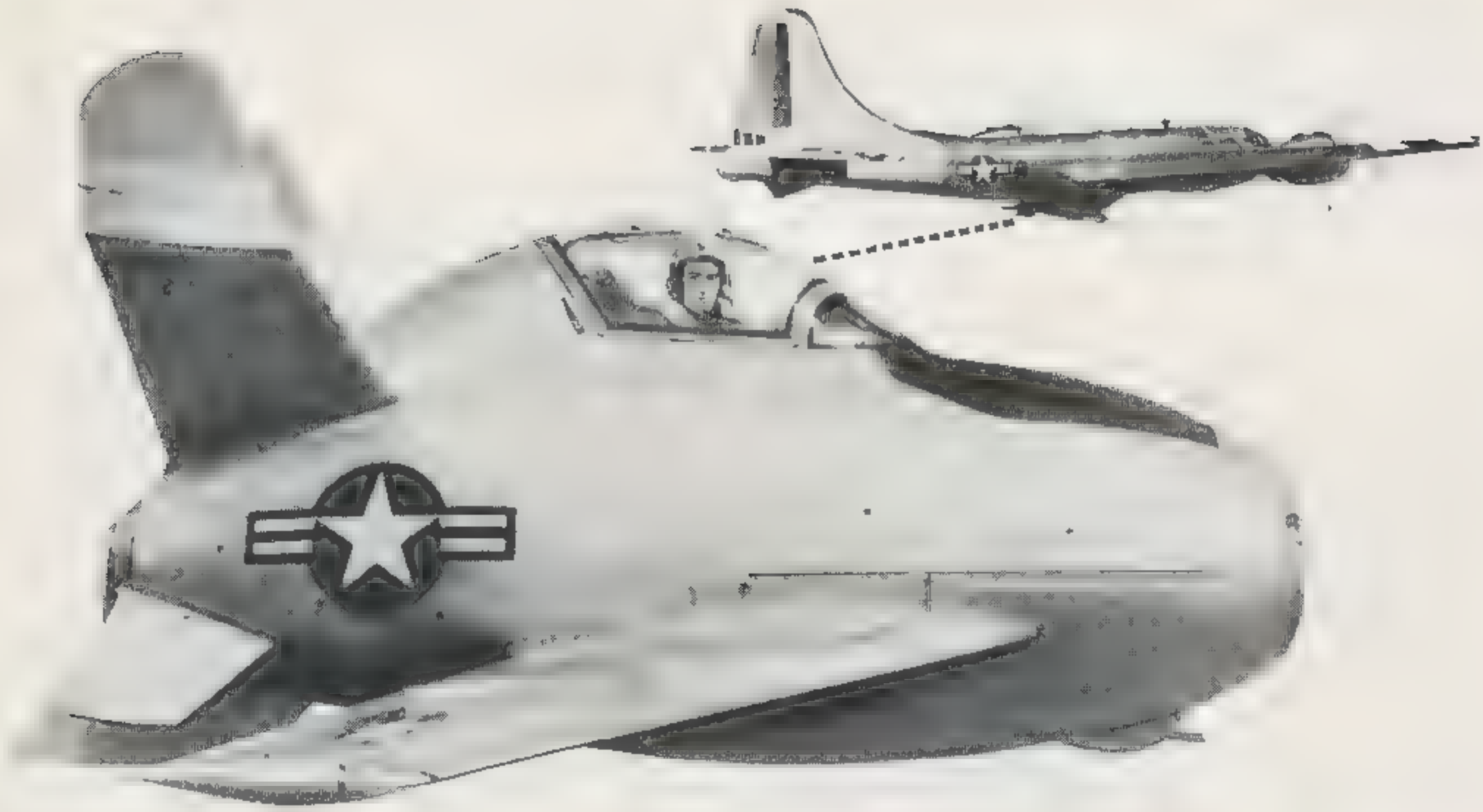
Please send literature on "Lucite" and other Du Pont plastics

*Name* _____

*Position* _____

*Firm* _____

*Address* _____



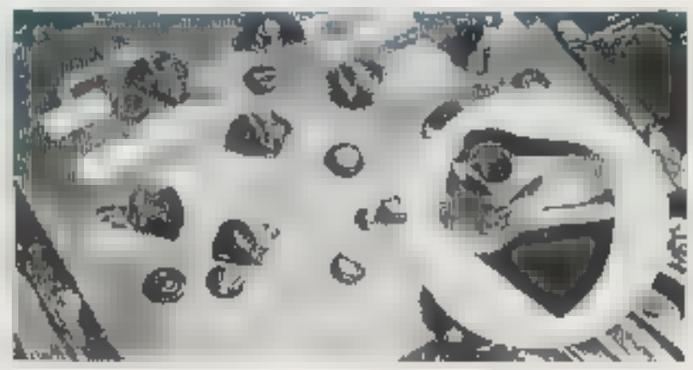
# Why the Fighting "Parasite" has a canopy of "Lucite"

## MCDONNELL'S 6 REASONS FOR CHOOSING "LUCITE" WHEN DESIGNING BOMBER-BORNE XF-85

The McDonnell XF-85 is a new-type "parasite" aircraft . . . has made numerous successful flights operating from a modified B-29 mother plane. Here's why McDonnell and the fabricator, Swedlow Plastics Co., of Los Angeles, Calif., chose Du Pont "Lucite" acrylic resin for the canopy of this revolutionary plane:

1. **"Lucite" is crystal clear . . .** can be produced to surpass government specifications for optical uniformity . . . provides undistorted vision.
2. **"Lucite" is strong and tough**—tensile strength 7-8,000 p. s. i. . . . flexural strength 12-16,000 p. s. i.
3. **"Lucite" is light in weight . . .** approximately one-half the weight of glass.
4. **"Lucite" protects personnel**—a special-type "Lucite" filters out most sunburning rays.
5. **"Lucite" resists weathering . . .** is unaffected by sunlight, rain, and snow.
6. **"Lucite" is workable . . .** can be sawed, drilled, beveled, and formed into deep compound curves without special tools.

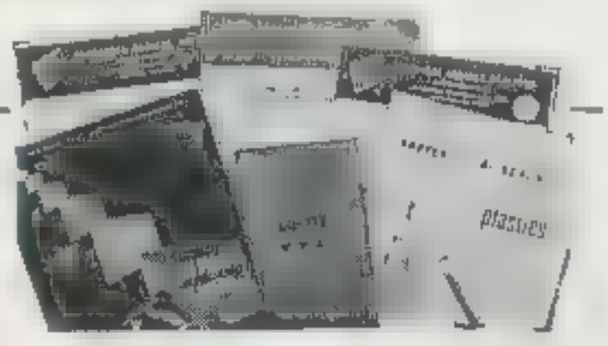
Have you a need for a strong, transparent material? If so, remember the properties of "Lucite." Mail coupon below for further information on this and other Du Pont plastics.



**Fuel flow control panel of the Martin P4M-1 Mercator, USN,** is equipped with control knobs of "Lucite" that have been partially painted with black lacquer. These knobs are spotted along the illuminated fuel flow lines and are designed so that the light below the panel is visible when knobs are in "on" position, but hidden when knobs are in "off" position. This ingenious application of "Lucite" enables the pilot to instantly check the source of his fuel supply.


DU PONT "LUCITE" DUPONT

BETTER THINGS FOR BETTER LIVING THROUGH CHEMISTRY



E. I. du Pont de Nemours & Co. (Inc.)
Polychemicals Dept., Plastics Sales
Wilmington 98, Delaware

Please send literature on "Lucite" and other Du Pont plastics.

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**Backed by Borden's MILLIONS-of-DOLLARS Ad Campaign**

**EVERY CHILD KNOWS—**

# *Elsie's Baby...* BEAU·REGARD

## SENSATIONAL PROFIT-BUILDERS—

**Expect big volume for this series of fascinating toys reproducing Elsie's Baby BEAU-REGARD Molded of extra-heavy, durable, non-inflam plastic by Irwin Craftsmen**

CASH-IN ON BORDEN'S TREMENDOUS NATIONAL AD CAMPAIGN

BEAU REGARD TOYS BY

IRWIN NON-INFLAM

**No. 5002 Rattle**
It squeaks and rattles

Roly Poly It Rolls and Rattles!

IRWIN CORPORATION

Office
37 W 20th St., New York 11, N. Y.

Showroom
200 5th Ave., New York 10, N. Y.

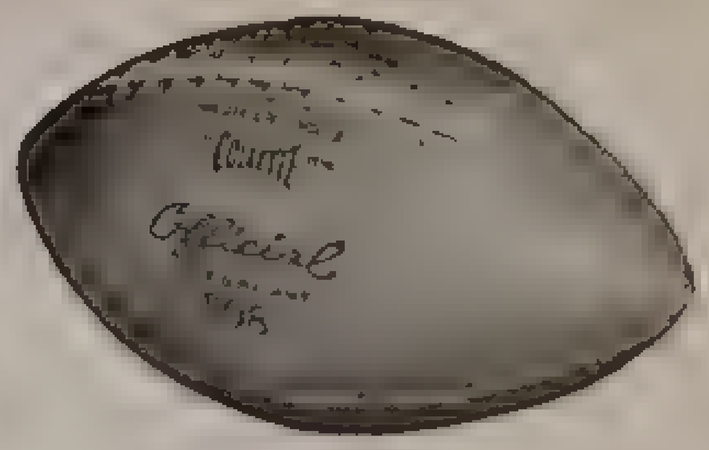
NON-INFLAM PLASTIC

**No. 5000**
The thirsty Beau-Regard . . .
See him empty his bottle!

ACTUAL SIZE
5" Tall

PAT PEND

EYE STOPPER PACKAGE
Beau-Regard ... and his own ... sort of be ...

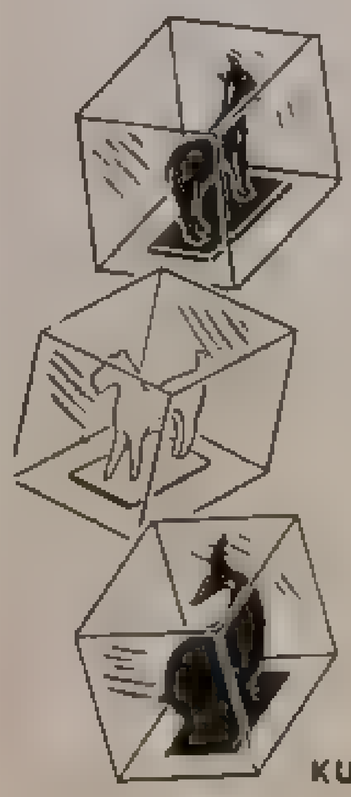


COLLETTE

# "SUITE 448"

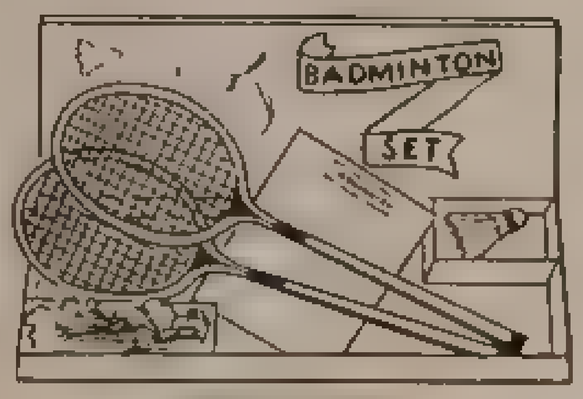
ROLLIN WILSON

COLLETTE MFG. CO.
HANNA MFG. CO.
KUSAN INC.
NORSTAR CORP.
REGENTS SPORTS CO.
ROLLIN WILSON CO.



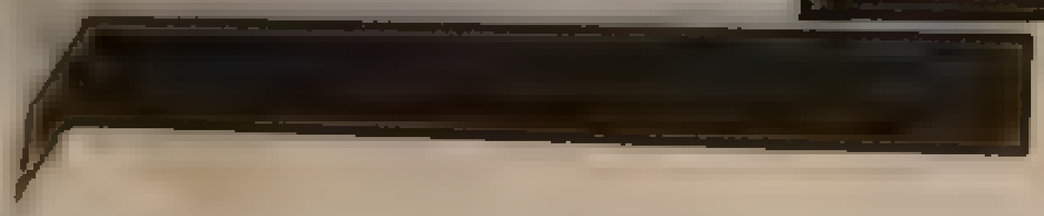
KUSAN

HANNA




REGENTS SPORTS

NORSTAR



GEORGE TAFT

SUITE 448
A. H. DELFAUSSE
Company
200 FIFTH AVENUE
NEW YORK 10 N Y
Factory Representatives

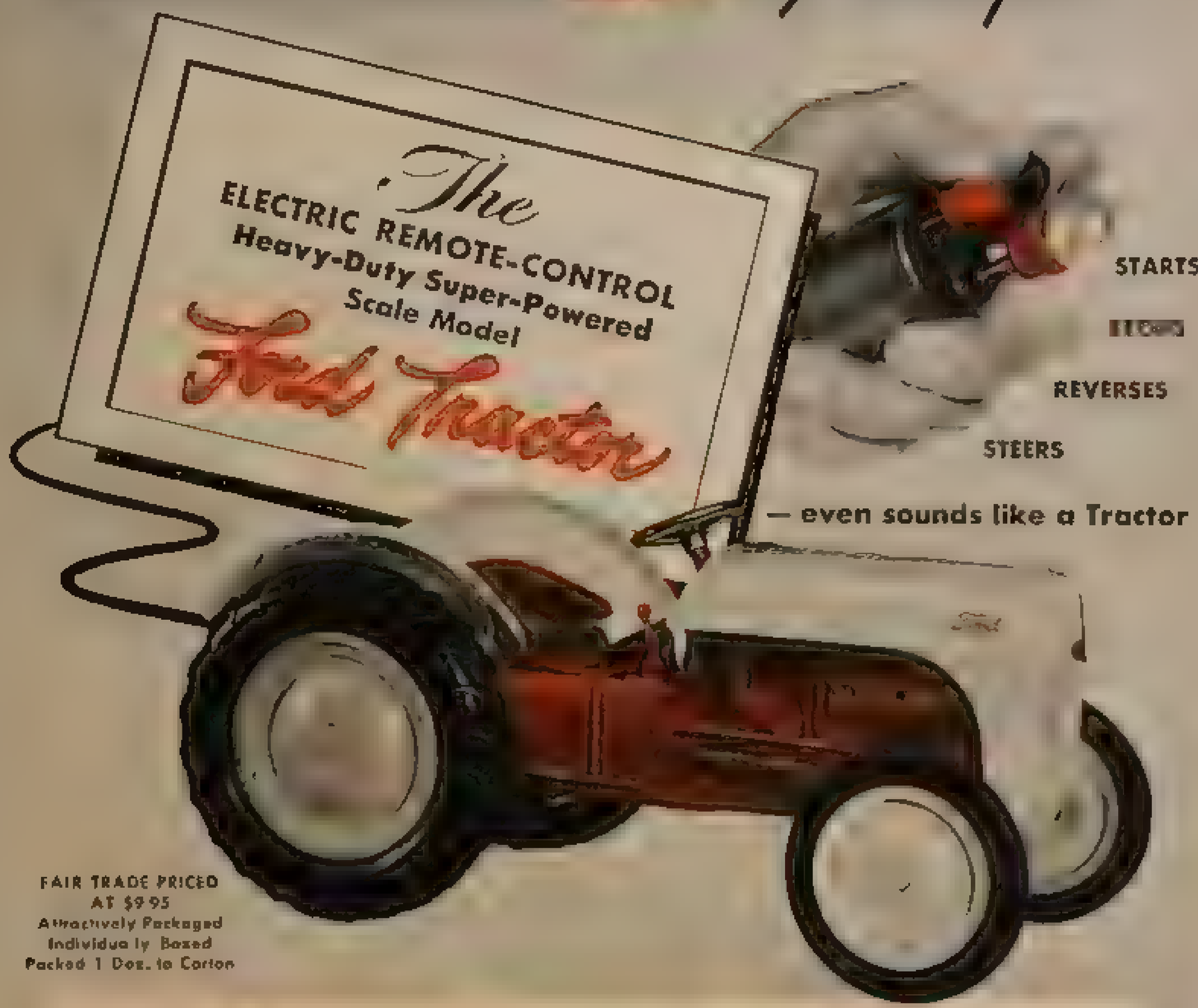
PIERRE DELFAUSSE

April 23, 1949

# THE NEW YORKER

Price 20 cents

# AND NOW...Another ANT Toy Triumph!




FAIR TRADE PRICED
AT $9.95
Attractively Packaged
Individually Boxed
Packed 1 Doz. to Carton

## TOY FAIR PREVIEW PREDICTIONS INDICATE IT MAY EVEN SURPASS SALES RECORDS SET BY FAMOUS FORD '49er

Buyers who saw the Electric Remote Control FORD TRACTOR for the first time at the Toy Fair, quickly recognized its unusual year-round sales potentialities. In fact, they predicted it would receive public acceptance equal to, if not greater than that enjoyed by the already famous FORD '49er. A gratifying number of buyers backed their belief with orders for immediate delivery.

Here at last, is a toy offering the ultimate in *increased play value*. A toy that not only looks like a tractor, runs like a tractor—*but actually sounds like a tractor*. More than just a faithful reproduction of a famous product, it is a toy that actually goes places—*and does things!* Things only a real tractor can do, with power to pull, power to push—*power to spare!*

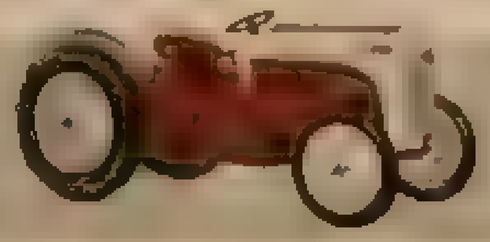
Here are the features that stand for a lot in this unique educational-fun toy:

- **Special geared heavy-duty super-powered electric motor drives this unit through loose sand, up sharp inclines and over minor obstructions.**
- **"Tractor-like" action through highly sensitive, sturdy fingertip controls**
- **Heavy-duty power pack insures dependable, long-lasting performance.**
- **Ingenious combination of metal and tough, shock-resistant Tenite provides extra strength and durability.**

Here is an opportunity to increase your store traffic and toy sales the year around. Feature the Electric Remote Control scale model FORD TRACTOR—the toy that represents *the utmost in dollar and extra play value*

*Aluminum Model Toys, Inc., Birmingham* (DETROIT) *Michigan*

FORD TRACTOR—SPRING MOTORIZED 9" SCALE MODEL
—A sales-tested money-maker. Has extra-strong key-wind motor with FREE-WHEELING OVER-DRIVE feature Permits easy coaster operation. Precision-made of Tenite and metal Feature details in Authentic Red and Gray



FAIR TRADE PRICED
AT $2.95
Individually Boxed
Packed 1 Doz. to Carton

# It's New!

PLINNO TOYS

INFLATABLE

## SWEETHEART DOLL

**with a new, SOFT, unbreakable MOLDED, PLASTIC FACE**

•

**Now made with a *cooing* VOICE responding to light pressure on any part of the body**

•

**No 20 SEA HORSE**

A horse you don't have to lead to water. It's two feet high and high spirited too as you try to mount it

# PLINNO TOYS

AMERICA'S MOST PREFERRED LINE

*of*

# INFLATABLES

FEATURING

## BEACH BALLS • SWIM RINGS
## ANIMALS
## FOOT BALLS
## BASKETBALLS

**REPRESENTATIVES**

DU-NET SALES
1113 UNIVERSITY DRIVE, N. E., ATLANTA, GA.

NOBLE ASSOCIATES, INC.
175 FIFTH AVE., NEW YORK CITY

W & A KRENZIEN
209 S. STATE ST., CHICAGO, ILL.

STERN, MORGENTHAU & CO.
510 AVENUE OF THE AMERICAS, N. Y. CITY

INVINCIBLE MFG. & SALES CORP.
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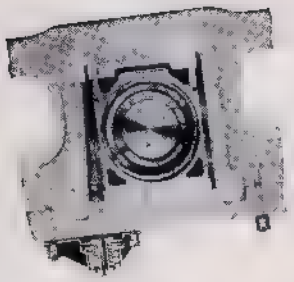
PETERSBURG TOY MART
P. O. BOX 447, PETERSBURG, VA

NEELY & RIAL CO
106 CO. WHSE. BLDG., LITTLE ROCK, ARK

RICHARD WALTERS ASSOC
1156 BROADWAY, NEW YORK 1, N. Y

## *Plastic Innovations, Inc.*

102 WEST 101st STREET — "PLASTICS ELECTRONICALLY SEALED" — NEW YORK 25, N. Y.



# Franklin Compensators and Snubbers help C & N W

## *cut maintenance cost to less than 20c per mile, with availability near 90% on heavy 4-8-4's*

A Railway Age article in the November 12th issue gives details on an outstanding locomotive performance record. It describes Chicago & North Western's experience with its Class H-1 locomotives since modernizing them three years ago—how they have an availability near 90 per cent and a maintenance cost of less than 20 cents per mile. These are exceptional figures for any heavy 4-8-4's.

Installation of Franklin Automatic Compensators and Snubbers was part of this modernization program. This device protects roller bearing assemblies from abnormal shocks. It extends tire mileage—and undoubtedly contributed to the doubling of tire mileage between Lidgerwooding on the H-1's. Even more specifically, it cuts wear and minimizes failure of crank pins and rod bearings. Here is what the article has to say:

*"To date the only crank pin that has required renewal on the 23 H-1's is the left front pin on the 3004 . . . Rod bushings are renewed at annual inspections, and to date there have been no H-1 locomotives tied up for bushing troubles.*

*"The floating plates on the No. 1 and No. 4 drivers of the 3004 did not require any attention after 300,000 miles. The No. 2 and No. 3 plates were replaced with 1/8-in. oversize plates so that the original shoes and wedges could be used again. No work was required on any of the shoes and wedges; all were used again without any attention. The maximum rise of the wedges was about 1 1/2 in. None stuck in service at any time."*

The North Western has saved enough in maintenance alone to repay the entire cost of this modernization in less than three years. Compensators and Snubbers earned their full share of the savings.

**FRANKLIN RAILWAY SUPPLY COMPANY**

A CORPORATION

NEW YORK • CHICAGO • MONTREAL

STEAM DISTRIBUTION SYSTEM • BOOSTER • RADIAL BUFFER • COMPENSATOR AND SNUBBER • POWER REVERSE GEARS
FIRE DOORS • DRIVING BOX LUBRICATORS • OVERFIRE JETS • JOURNAL BOXES • FLEXIBLE JOINTS • CAR CONNECTION

GONE are the "good old days" when passengers literally rubbed elbows in the washroom. The more daring shaved with a straight, old-fashioned razor, defying the jolts and jars of the train at starting and stopping. Smoke, steam and cinders from the engine up ahead didn't help matters, either.

* * *

HERE now are the grand new days. Modern passenger coaches provide every [illegible] of making [illegible] restful and comfortable. On the great transcontinental roads, hundreds [illegible] fast trains [illegible] by General Motors Diesel locomotives.

*The new Southern Belle, smartly equipped streamliner of Kansas City Southern Lines, speeds daily each way over the 873 miles between Kansas City and New Orleans. Each train is powered by a General Motors Diesel locomotive.*

*It's a pleasure to spruce up in a bright, cheery private bedroom on the Southern Belle [illegible] of room — with modern fixtures at finger-tip convenience to help you do a smooth, first-class [illegible]*

Wherever you travel, pick a train powered by a General Motors locomotive. Then you'll really travel first class, in *less time*, and *on time*. You'll find, for your greater pleasure, that *— better trains always follow General Motors locomotives.*

GM
LOCOMOTIVES

# ELECTRO-MOTIVE

DIVISION OF GENERAL MOTORS
LA GRANGE, ILL.
*Home of the Diesel Locomotive*

# A BIG OK ON THE KATY

IN April 1947, the Missouri-Kansas-Texas Railroad placed General Motors passenger locomotive No. 101 in service. Through June 1948, this 4,000 H.P. Diesel met assignments 100%.

The record of General Motors Diesels in freight service on the Katy is equally brilliant. As shown by the performance table below, seven General Motors Diesel freight locomotives in their first year of operation rolled up a total of 1,130,156 miles out of 1,144,376 miles assigned. Operating on fast daily schedules between Oklahoma, Texas and the North, they handled crack Katy freights an average of 13,697 miles per month, with a record of 98.76% availability based on assignment.

PERFORMANCE OF GM DIESEL FREIGHT LOCOMOTIVES ON M-K-T

| Loco. No. | Month Delivered | Total Miles Assigned | Total Miles Operated | Avg. Miles Operated Per Month | Per Cent of Assignment Filled |
|---|---|---|---|---|---|
| 201 | 6-47 | 164,012 | 161,538 | 12,996 | 98.49 |
| 202 | 6-47 | 172,715 | 170,453 | 13,746 | 98.69 |
| 203 | 7-47 | 160,689 | 158,716 | 13,742 | 98.77 |
| 204 | 7-47 | 163,776 | 162,335 | 13,934 | 99.12 |
| 205 | 7-47 | 161,408 | 159,468 | 13,771 | 98.80 |
| 206 | 7-47 | 162,578 | 161,130 | 14,036 | 99.11 |
| 207 | 7-47 | 159,198 | 156,516 | 13,705 | 98.32 |
| | **TOTAL** | 1,144,376 | 1,130,156 | 13,697 | 98.76 |

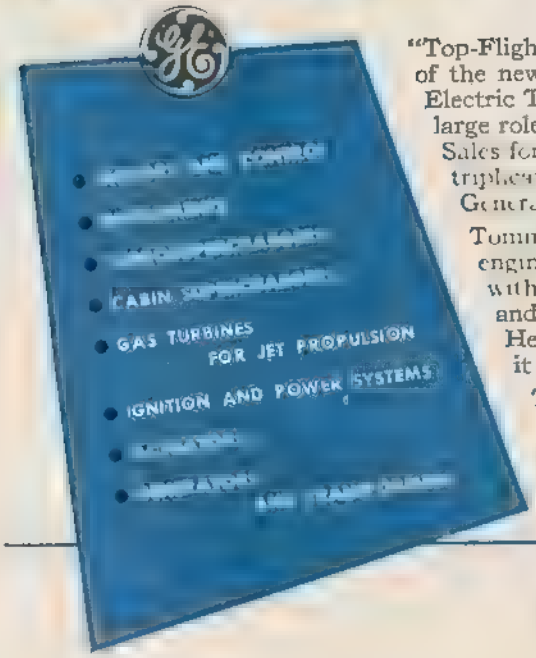
ELECTRO-MOTIVE

GENERAL MOTORS LOCOMOTIVES

DIVISION OF GENERAL MOTORS • LA GRANGE, ILL. • *HOME OF THE DIESEL LOCOMOTIVE*

Feb. 5, 1949
THE
NEW YORKER
Price 10 cents

# TOP FLIGHT




"Top-Flight" engine performance played a large part in the establishment of the new world speed record set by the F-86, powered by a General Electric TG-190 (USAF Type J47) turbojet. "Top-Flight" men also had a large role. One of these men is E. S. "Tommy" Thompson, Manager of Sales for the Aircraft Gas Turbine Divisions, shown accepting one of the triplicate awards made to the Air Force, North American Aviation, and General Electric by the National Aeronautic Association.

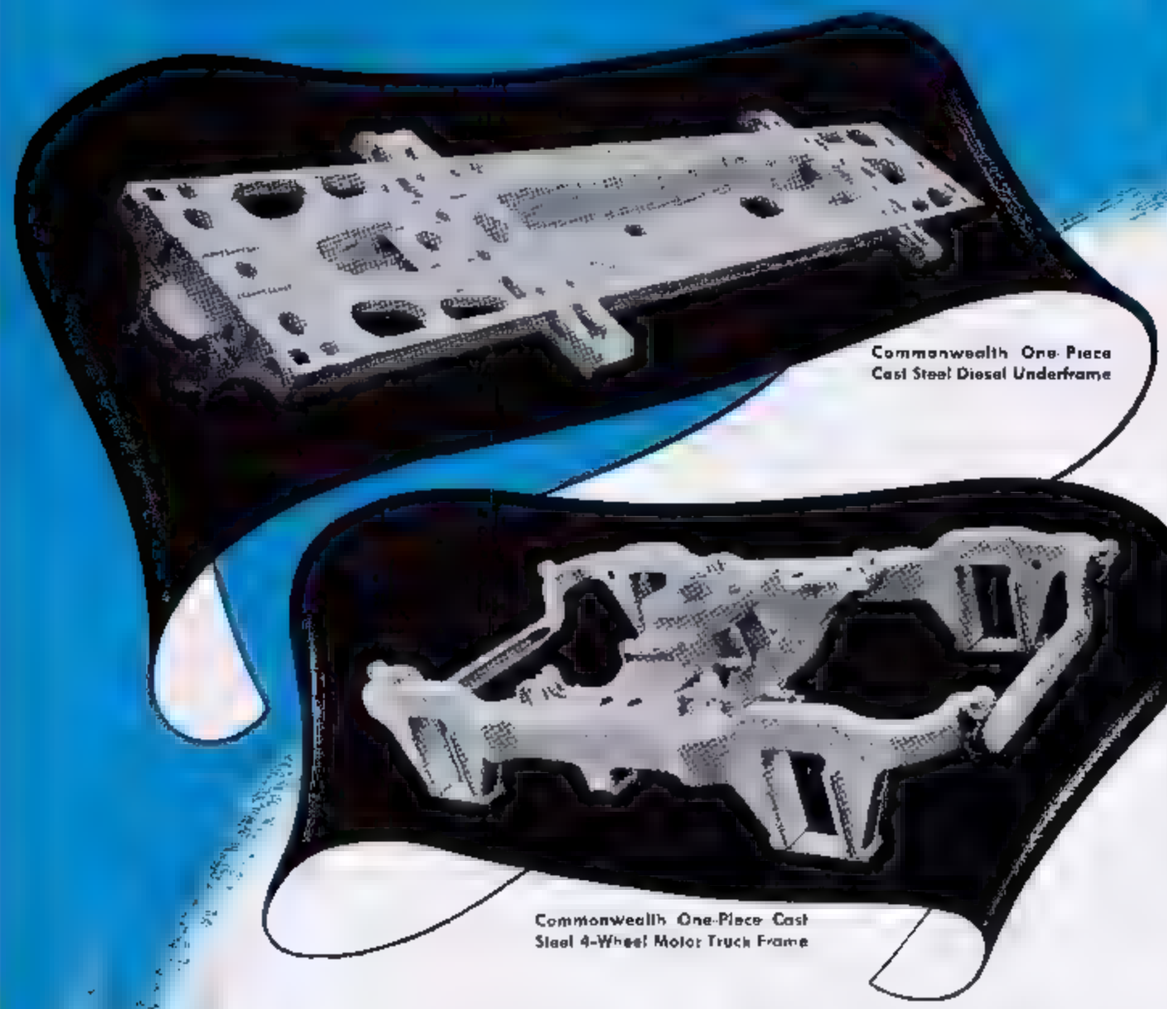
Tommy was in on the design and production of the first turbojet engine in the United States—the General Electric IA. Tommy worked with England's Whittle, Air Force officers, airframe manufacturers, and expert design men like Sam Puffer and D. F. "Truly" Warner. He supervised the installation of the historic IA engine and saw it grow from a plan to a practical, powerful reality.

Today G-E research and engineering are continuing to serve the aviation industry by developing and producing engineered systems and precision products for aircraft. Take your problems to the G E office nearest you, or write *Apparatus Department, General Electric Company, Schenectady 5, New York.*

GENERAL ELECTRIC

# Whatever Your Diesel Switcher Design

# Specify COMMONWEALTH UNDERFRAMES and TRUCKS for STRENGTH, DURABILITY,



Commonwealth One-Piece Cast Steel Diesel Underframe

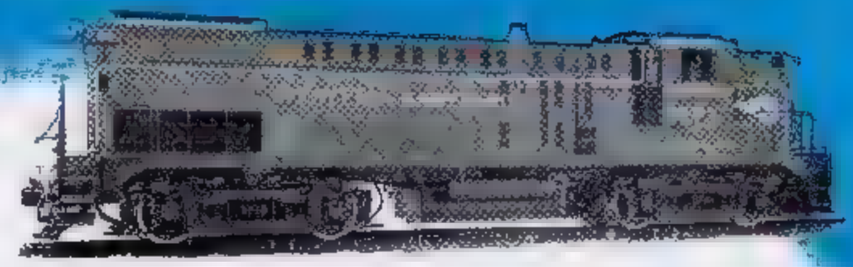
Commonwealth One-Piece Cast Steel 4-Wheel Motor Truck Frame

## GENERAL

GRANITE CITY, ILL.

Built by Baldwin 1000 H P Diesel Switcher Equipped with COMMONWEALTH UNDERFRAMES

# ECONOMY



Built by Baldwin Switcher Equipped with COMMONWEALTH Swing-Motion equalized type MOTOR TRUCKS (for road service) and COMMONWEALTH UNDERFRAMES

The rugged one-piece cast steel construction of COMMONWEALTH UNDERFRAMES provides inherent strength and permanent durability to withstand the severe shocks of switching and road service. In the event of collision, damage to the power plants is minimized. COMMONWEALTH UNDERFRAMES expedite production, too, for they are furnished completely machined and ready for assembly.

Motor Trucks with COMMONWEALTH one-piece cast steel FRAMES include integral pedestals, assuring true wheel alignment at all times. Superior riding qualities, better all-round performance and minimum maintenance are added advantages of Commonwealth truck designs.

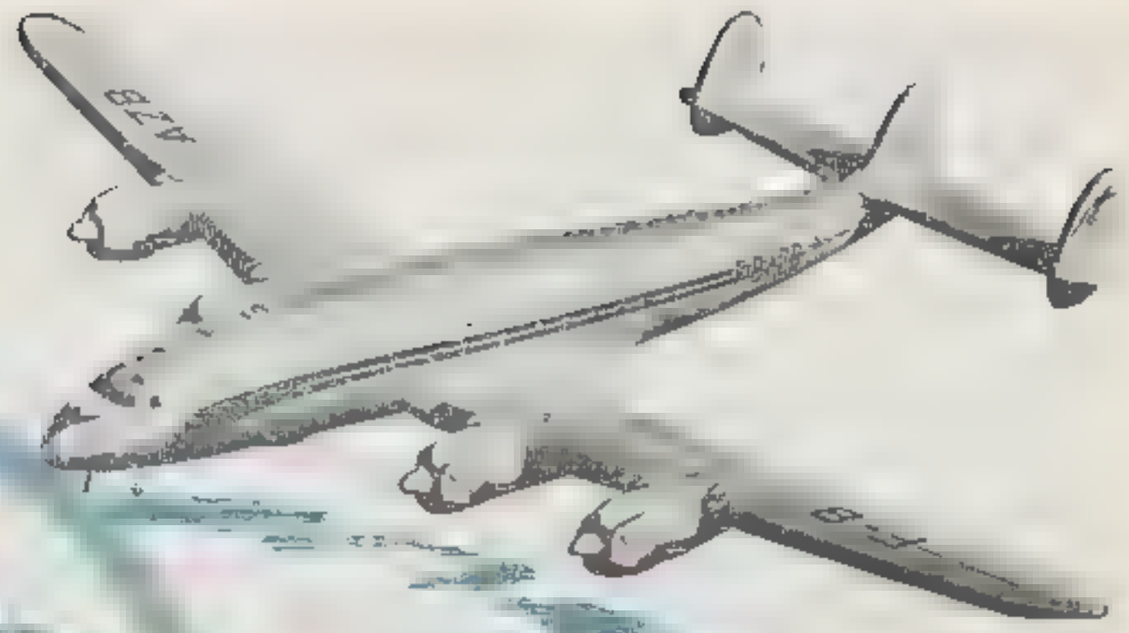
From one end of the country to the other, in every type of switching and road service, COMMONWEALTH UNDERFRAMES and TRUCKS are daily proving their superiority.

## STEEL CASTINGS

EDDYSTONE, PA.

# AIR FRANCE

**Selects GLIDAIR FINISHES for use on their Constellation Comets**



## Trans-Oceanic Flight Tests prove marked superiority of GLIDAIR finishes!

Air France, the French National Airline with an outstanding record of 30 years of over-water flying, recently gave new emphasis to the high performance and endurance qualities of Glidair Finishes. Their letter tells the story . . .

> "We have selected Glidair Enamels as standard trim on all our Lockheed Constellation Comets. This decision was reached after tests were made under actual flying conditions *in which Glidair showed marked superiority to other products previously used.* Your enamel was easy to apply and showed a greater resistance to deterioration even under the most adverse conditions of sun, salt spray, oil, grease, and frequent washings and polishings."

For your finishing needs, specify Glidair—the finest aircraft finishes available. They're unexcelled for durability, adhesion and gloss; perfect for all protective and decorative applications.

**THE GLIDDEN COMPANY**
Aviation Sales Headquarters • 11001 Madison Ave., Cleveland 2, Ohio

QUALITY Glidden PRODUCTS

GLIDAIR

*GLIDAIR Aircraft Finishes for every purpose*

"Never before have we used an exterior finish that stands up as well as GLIDAIR"
"We selected attractive, durable GLIDAIR finishes for complete redecorating of all our aircraft"
"Interiors of general offices beautifully decorated with one-coat Glidden paints . . . and at considerable savings in time and materials!"

# *An airline talks paint economy and performance...*

The enthusiastic comments shown above are excerpts from a letter written by Chicago and Southern Airlines. Having recently standardized on Glidair Finishes and Glidden Paints, they were interested in evaluating the savings and superior performance they had obtained. In addition to the statements above, Mr. R. L. Anderson, Director of Research and Development, had this to say:

"Despite flights through salt air over Houston, New Orleans, Havana, as well as Jamaica and Venezuela, Glidair finishes hold their gloss longer than any others we have used. "We have found that Glidden finishes excell all others and we are appreciative of the low end cost and high quality of your products."

Consider this economy and performance report in terms of your own operation . . . and you'll specify Glidair Finishes and Glidden Paints the next time you order.

**THE GLIDDEN COMPANY**

**Aviation Sales Headquarters • 11001 Madison Ave., Cleveland 2, Ohio**

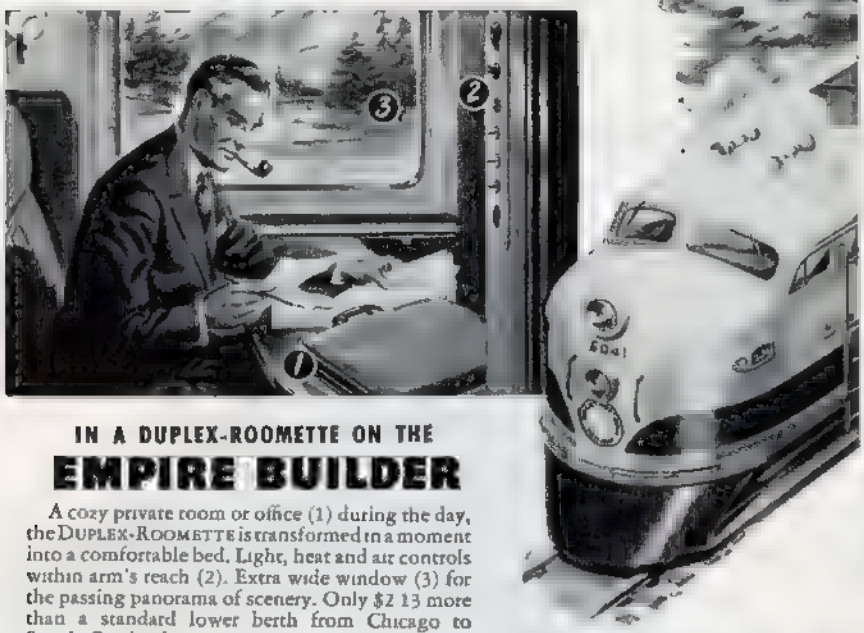
QUALITY Glidden PRODUCTS

GLIDAIR

# *GLIDAIR Aircraft Finishes for every purpose*

You go great when you go

# Great Northern




IN A DUPLEX-ROOMETTE ON THE

## EMPIRE BUILDER

A cozy private room or office (1) during the day, the DUPLEX-ROOMETTE is transformed in a moment into a comfortable bed. Light, heat and air controls within arm's reach (2). Extra wide window (3) for the passing panorama of scenery. Only $2.13 more than a standard lower berth from Chicago to Seattle-Portland.

ALL ACCOMMODATIONS RESERVED

*Great Northern Travel Offices in all principal U.S. and Canadian cities or consult local railway ticket agents.*

IN A BEDROOM ON THE

## Oriental Limited

There's ample room for two in a bedroom—one of the Pullman accommodations on the Oriental Limited. When four wish to travel together, adjoining bedrooms can be reserved en suite, making a comfortable living room by day. At night, sleep the miles away comfortably in two full-length beds (4 and 5).

GREAT NORTHERN RAILWAY

Charles Street Yard at 7 a. m. Timetable puts you on a later train and puts you off at Bowie, Md., to wait for the mixed consist to arrive from Gwynns Run and be attached to passenger car. This is part of the fun. Take your own lunch. Sponsored by Baltimore Society of Model Engineers, Irvin V. Kopp, Movement Director, 3829 Echodale Ave., Baltimore 6, Md.

**March 6: Seaboard to circus headquarters.** Special train with old equipment and steam power leaves Tampa Union Station at 8:30 a. m. (EST) for Sarasota, Fla., winter headquarters of Ringling Bros. & Barnum & Bailey Circus. On-line photo stops. Train will park on loading track inside grounds. Refreshments aboard train at reasonable prices. Ticket includes admission to show and dress rehearsal. Return to Tampa at 4:30 p. m. Cost, including show and rail fare, $3. For further details and tickets, write Tampa Bay Railfan Association, 207 S. Edson Ave., Tampa 6, Fla.

**March 13: Espee branch line excursion.** Leaves San Francisco (Ferry Bldg.) at 8 a. m. and Oakland (3rd & Washington) at 8:45 a. m. over Southern Pacific to Monterey, Pacific Grove and Asilomar. Will operate via freight-only branch from Oakland to San Jose through Niles. Cost: $6 (from Bay Area points). For further details contact A. L. Lloyd Jr., President, California Nevada Railroad Historical Society, 849 University Ave., Berkeley 2, Calif.

**April 9-11: Farewell excursion over V&T.** Leaving San Francisco Saturday, April 9, at 7:00 p. m. on either SP or WP (final decision not reached) with departure on Virginia & Truckee out of Reno at 5:00 a. m. Sunday. Arrive in San Francisco on return trip by 7:00 a. m., Monday, April 11. Tentative abandonment of V&T set for May 1 so this will probably be last special over the "million dollar short line." For final schedule details and further trip data, contact Arthur Lloyd Jr., President, California-Nevada Railroad Historical Society, 849 University Ave., Berkeley 2, Calif.

**April 24: Apple Blossom Special.** Leaves Washington on B&O at 8:40 a. m. and Baltimore at 9 a. m. Thence over Old Main Line to Point of Rocks, Brunswick, Harpers Ferry, arriving Winchester, Va., at noon. Leave at 3 p. m., arriving Harpers Ferry at 2:50 p. m. for camera stop of 1 hour 10 minutes. Leaves Harpers Ferry at 4 p. m., arriving Washington 6:20 p. m. and Baltimore at 6 p. m. Cost: $4.75 with half-fare of $2.40 for those under 12. For further details contact Irvin V. Kopp, Movement Director, Baltimore Society of Model Engineers, 3829 Echodale Ave., Baltimore 6, Md.

**May 1: Yonkers and Westchester Electric.** The Metropolitan Transportation Club is sponsoring a special trip in chartered cars over the following lines of the Yonkers Railroad and the Westchester Electric: Broadway-Warburton, Broadway-Park, McLean Ave., Nepera Park, Tuckahoe, Yonkers Ave., Riverdale Ave., Elm and Walnut, Mount Vernon and New Rochelle, as well as subway lines in Yonkers, Mount Vernon, Pelham, New Rochelle and the Bronx. Two different types of cars will be employed on the eight-hour trip. If abandonment of certain lines proves imminent, the trip will be moved up. Cost (if paid in advance) $1.50. For further information contact Donald O. Eisele, 2320 Grand Ave., Bronx 53, N. Y.

**May 1: B&M to New Hampshire.** Leaves Boston over Gloucester Branch to Rockport and return to Salem; thence to Portsmouth, N. H., and via Portsmouth Branch to Manchester, N. H. Return to Boston over Manchester & Lawrence Branch via Lawrence. Round trip of 189 miles. Probable leaving time 9:15 a. m. (EDST). For advance circular contact Cyrus Hosmer Jr., New England Division, Railroad Enthusiasts, 34 Chester Rd., Belmont 78, Mass.

**May 28-30: Paul Bunyan Express to Northwest.** Leaves San Francisco ferry at 1:00 p. m., Saturday, May 28 (3rd and Washington in Oakland at 1:50 p. m.) aboard Western Pacific special train over Northern California Extension from Keddie to McCloud River Railroad. Most of next day spent on McCRR, lumber-hauling common carrier, thence return to Westwood to see WP engines spotted Keddie-Lookout line by daylight going north with daylight return through Feather River Canyon. Consist will include coaches, Pullmans, observation car and diner. Further information from Arthur L. Lloyd Jr., President, California-Nevada Railroad Historical Society, 849 University Ave., Berkeley 2, Calif.

**June 5: New Haven Air and Canal Lines:** Leave Boston on NYNH&H out of South Station to Willimantic, Conn., via Blackstone; thence over "Air Line" to New Haven and "Canal Line" to Hartford. Back to Boston via Willimantic and Providence. A "figure 8" round trip of 315 miles. Probable leaving time out of Boston, 9:15 a. m. (EDST). For advance circular contact Cyrus Hosmer Jr., New England Division, Railroad Enthusiasts, 34 Chester Rd., Belmont 78, Mass.

**July 1: Pacific Great Eastern to Quesnel.** Three-day excursion leaves Vancouver July 1 for ramble over the photogenic PGE. See new steam power, gas-electric cars, old U. S. interurban equipment. All-expense fare from Vancouver to Quesnel and return, $50. For further details, folders, etc., write Pacific Great Eastern Boosters, 3226 E. 26th Ave., Vancouver, B. C.

**Railfans in the Reading (Pa.) area** are invited to place their names on the mailing list of the Reading Railfan Society, Box 1801, Reading. A postcard will do. This organization is already making arrangements with the B&O for a special train to the 1949 Chicago Railroad Fair.

JUNE 1949 25 CENTS

# Woman's Home COMPANION ★

COME CLEAN, MY LOVE ★ by Rosemary Taylor ★ A HILARIOU

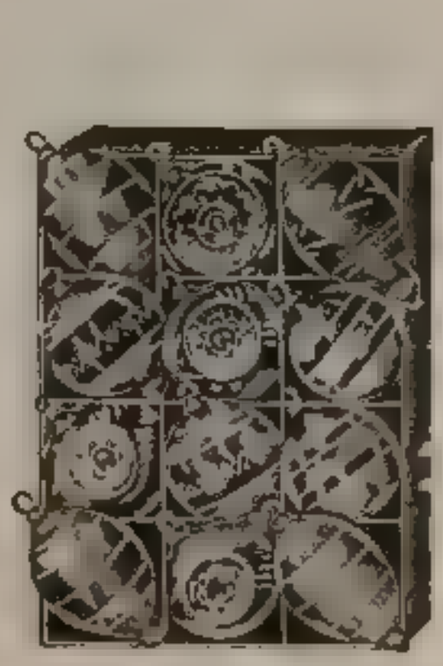
STUDENT NURSE—Could YOU Take It?

# PULP *EASTER RABBITS*

RABBIT

RABBIT

RABBIT



TREE ORNAMENTS

PUMPKIN

JUMP ROPES

***WRITE FOR ILLUSTRATED CIRCULARS AND PRICES***

**ALSO A LARGE VARIETY OF OTHER TOYS**

# GEO. BORGFELDT CORPORATION

**44-60 EAST 23RD STREET, NEW YORK 10, N. Y.**

**TELEPHONE GR 7-0400**

12

[redacted]

No. 4-A Bell Telephone Truck. Length 10" Steel Chassis. Red body and cab. Yellow boom and digging tools. Red trailer and telephone pole.

No. 4B-A Fire Engine. Length 9" Red with aluminum ladder.

No. 4-B Dump Truck. Length 10½" Green Chassis. Red dump.

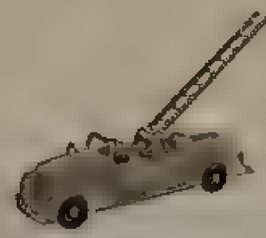
DIE-CAST

HERE ARE THE NEW

*Hubley*

KIDDIE TOYS

No. 477 General Motor Length 10" Red Chassis. Green Body. Detailing. Aluminum spare.



No. 4-A Hook and Ladder Length 9½" Red with detachable ladder. Red with detachable ladder.

No. 4B Fire Engine. Length 9" Red with aluminum ladder. Red with aluminum ladder.

No. 4A-A Fire Truck. Length 9" Red with aluminum ladder. Red with aluminum ladder.

PLASTIC

HERE they are...DIE CAST and PLASTIC! Hubley now makes them BOTH! Six brand new models of the die cast line are shown on the opposite page four of the new low cost plastic designs are pictured on this page. Every one a realistic authentic reproduction of the real thing. Hubble Toys that kiddies prefer. The new Hubley plastics were a sensation at the Toy Show they'll be even more of a hit with youngsters and grownups too in your store. Write for complete information and prices on both Hubley Die Cast and Plastic toys today.

No. 3017 Hook and Ladder. Length 8" Rubber wheels. Red with two steel ladders.

The Hubley Manufacturing Company

LANCASTER PENNSYLVANIA

W. H. RHONE in charge of our New York Office and Showroom. Room 724, 200 Fifth Avenue, New York City.

W. G. YOUNG & SON, 99 Chauncy St., Boston, Mass.

JED A. SCHERER, 2840 W. 93rd St., Seattle 7, Wash.

E. A. KAHN, 155 S. Alvarado St., Los Angeles, Calif.

Export Sales Agent: GUTTERMAN CO., INC., 35 S. William St., N. Y. C.

No. 3011 Fire Engine. Length 9" Rubber wheels. Red with aluminum ladder.

# It's New!

## Plastic Innovations

## INFLATABLE
## SWEETHEART DOLL
NO. 51

with the new, SOFT, unbreakable
MOLDED PLASTIC FACE

*See her at the Show*

also

America's Most Preferred Line

of

## *Inflatables*

*Featuring*

BEACH BALLS SWIM RINGS
ANIMALS
FOOT BALLS BASKET BALLS

On Display for Your Convenience
At the Exhibits Listed Below

| W & A KRENZIEN | PLASTIC INNOVATIONS | RICHARD WALTERS ASSO |
|---|---|---|
| McAlpin Hotel | McAlpin Hotel | McAlpin Hotel |
| Room 669 | Room 743 | Rooms 401-03 |

## *Plastic Innovations, Inc.*

102 WEST 101st STREET "PLASTICS ELECTRONICALLY SEALED" NEW YORK 25, N. Y

# Little Angels - - yeah?

these little dynamos need toys that

capture their vivid imagination-

hold their interest

are built to take it!

KUSAN
INCORPORATED

(Winner of the 1948 MODERN PLASTICS award for toys)

2716 FRANKLIN ROAD, NASHVILLE, TENN.
Plants in Henderson, Ky. — Madison, Tenn.

**KUSAN REPRESENTATIVES**

A. H. DELFAUSSE CO.
200 Fifth Ave. Bldg
New York, N. Y.

THE TOY MARKET
Merchandise Mart
Chicago, Ill.

J. JACKSON SALES CO.
Western Merchandise Mart
San Francisco, Calif.

L. P. BRITTAIN, JR
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R. E. WORRALL
1111 Douglas Ave
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PAUL E. HICKMAN
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HARRY MELMAN
7116 Waterman Ave
St Louis Mo

LINDSAY BERGSTROM CO
15th and Arapahoe
Denver, Colo

# You must SEE!

this True-to-Life Mechanical

# CRAWLING Baby

(Made in U.S.A.)

## THE TOY OF THE YEAR

— Popularly-Priced!

Premier Showing
During the Toy Fair
Room 651
200 Fifth Avenue

— there'll be OTHER "hot" items, too!

**IRWIN CORPORATION**

Offices
27 W. 20th St., New York 11, N. Y.
Plants in FITCHBURG, Mass. • NASHUA, New Hampshire

Showroom
200 5th Ave. New York 10 N. Y.

Affiliated Plants
Irwin Products (Canada) Ltd.
West Toronto, Canada

Alfileres Plasticos S.A.
Mexico City, Mexico

American Plastics
Newcastle, England

# A Smashing Sales Success

*You'll ring the bell*
*If you'll sell . . .*

**TALLY BELL**

Most stores who sold Tally-Bell in 1948 got a big surprise—it was even hotter than they thought. Dozens of stores sold a thousand sets or more, some sold several times that amount All are looking forward to a still b'gger year on Tally-Bell in 1949, when they expect to be better prepared to cash in on its wonderful value and sales appeal. Don't fail to include it in your 1949 l st of best sellers.

## CAUTION!

Be sure you get the original and genuine Tally Bell. It sells better because it is better. You'll ring the bell if you sell Tally-Bell!

**AT THE TOY FAIR**
**Room 638**
**Hotel New Yorker**

## MIDWEST PRODUCTS DIVISION

Midwest Metal Stamping Company, Kellogg, Iowa

# an IMPORTANT ROAD in the Mid-West!

## PERSONAL SERVICE *to shippers ...*

Comprising 474 miles of diesel, steam, and electric railway, the Illinois Terminal Railroad provides direct haul, fast freight service between the industrial zones of St. Louis, the East Side of the Mississippi River, and Central and Eastern Illinois.

## *Call* YOUR NEAREST TRAFFIC REPRESENTATIVE

If your shipments originate in, or are destined to, or pass through any point within this area of greatest density, you'll find that Illinois Terminal routing will serve you efficiently. More than 250 industries are served exclusively from our own rails, and service is extended to 3,500 others through reciprocal switching arrangements. We serve the Heart of Illinois, and have access to coal mines in the Belleville, Springfield and Danville districts, whose annual production exceeds 5,000,000 tons.

710 North Twelfth Boulevard, St. Louis, Mo.
W. M. Long, Vice-President, Traffic

**Illinois Terminal**

RAILROAD ILLINOIS TERMINAL COMPANY

# HIGHBALL

## WITH OFF-TRACK WORK-POWER

An International LD-9 Diesel crawler with angled blade widens cuts and ditches along the main line of a southern railroad. One man, here, does the work of several gangs and does it easily, cheaply, efficiently.

**Standardize on Power that Pays**

**Semaphores are up!** Tracks are clear while the maintenance work goes on—because reliable International diesel power operates off the rails.

By reducing labor forces and increasing the rate of work performance, International crawler tractors provide the answer to rising maintenance and grade construction costs.

Call in your International Industrial Power Distributor and let him show you how International tractors and power units can serve your needs.

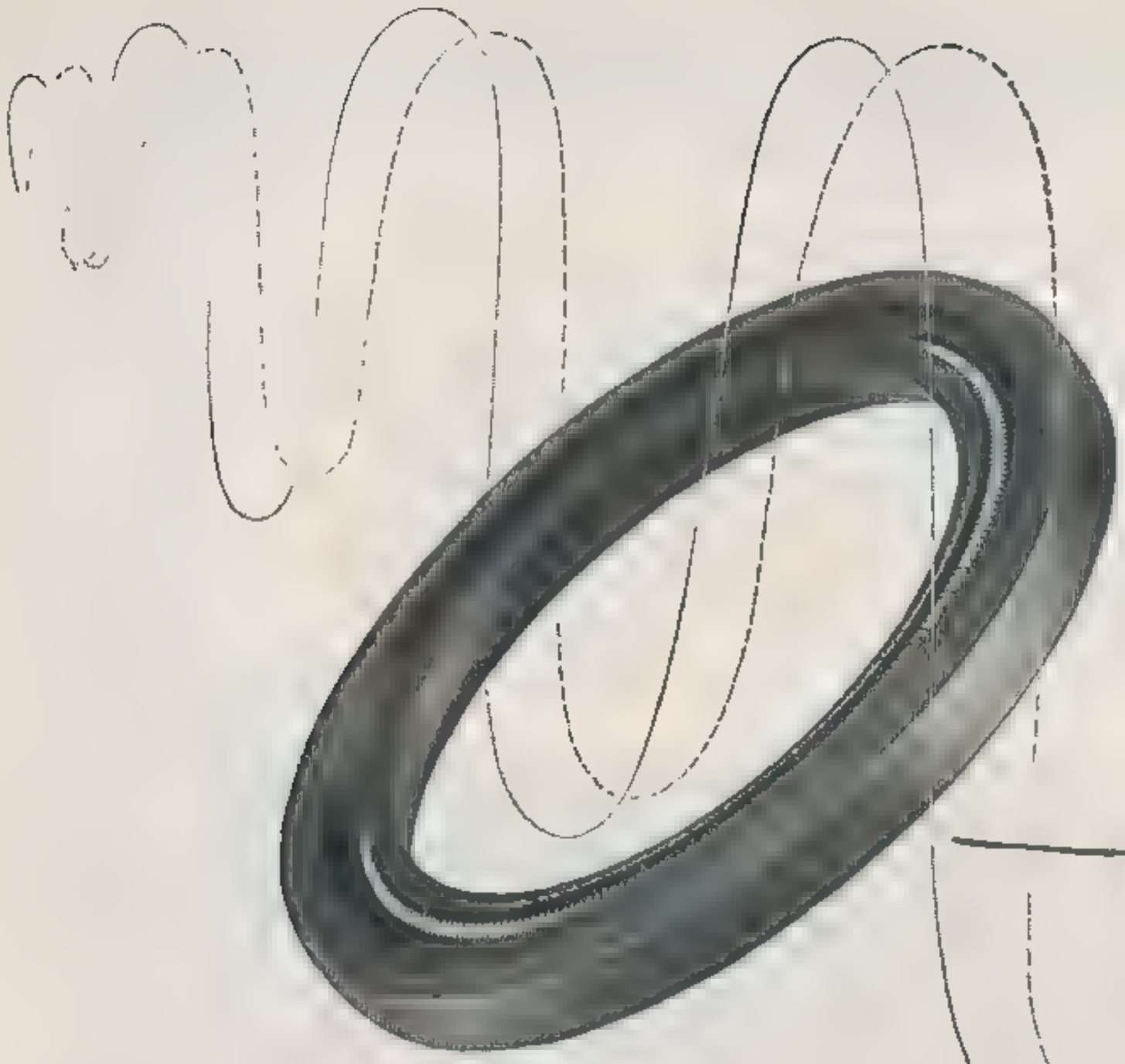
Send for folder, SEMAPHORES UP, for more details on International tractor applications.

INTERNATIONAL HARVESTER COMPANY · Chicago

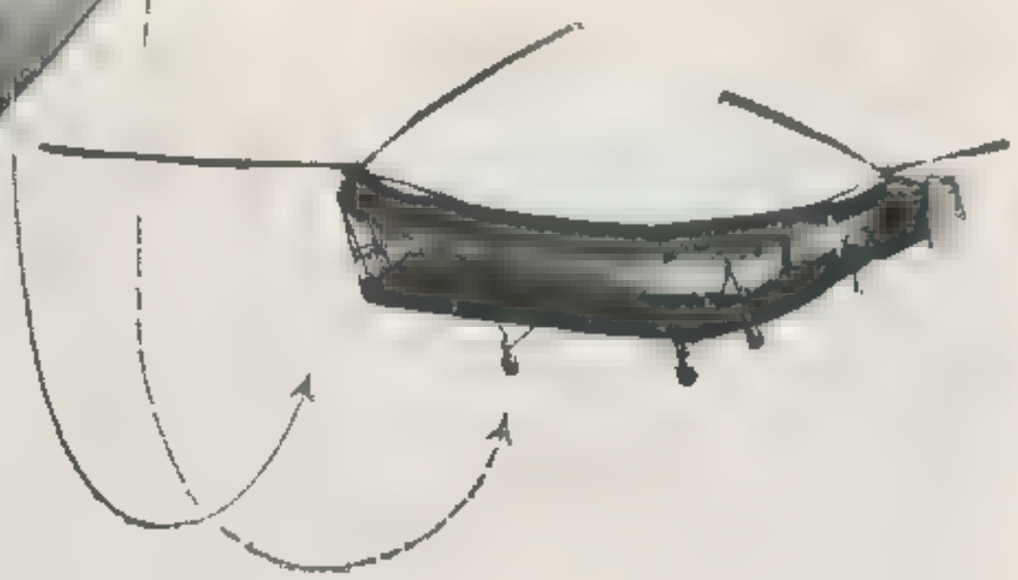
CRAWLER TRACTORS
WHEEL TRACTORS
DIESEL ENGINES
POWER UNITS

INTERNATIONAL HARVESTER

**INTERNATIONAL INDUSTRIAL POWER**



**Clipper Seals** are used in two of the most critical mechanical centers of this Piasecki Model HRP-1 Helicopter. Here these flexible, non-metallic J-M oil seals safeguard clutch and transmission bearing mechanisms within the fore and aft rotor assemblies.



# "Flying BANANA" hops and skips... with Clipper Seals

Like Piasecki, you'll find that Clipper Seals have many attributes that make them well suited to critical oil sealing jobs in aviation.

For example, Clipper Seals are flexible . . . which assures plenty of give and take for maintaining a tight seal even under the most severe operating conditions.

They are also corrosion resistant. Clipper Seal's molded body is entirely non-metallic, and is therefore unaffected by electrolysis and most forms of corrosion. To meet unusual conditions, the garter spring which holds the lip in contact with the shaft is available in various corrosion-resistant metals . . . or Clipper Seals of special design that do not require springs can be furnished.

These unique oil seals offer unusual design possibilities, too. They can be furnished in flange sections of varying widths to fit practically any cavity. Furthermore, the Clipper Seal has no metal case and is of flexible molded construction. This permits liberal machining tolerances in the design of the cavity.

To find out more about Clipper Seals and their application to your sealing problems, write Johns-Manville, Box 290, New York 16, N. Y. Ask for folder PK-31A.

**Furnished as a split seal, too**

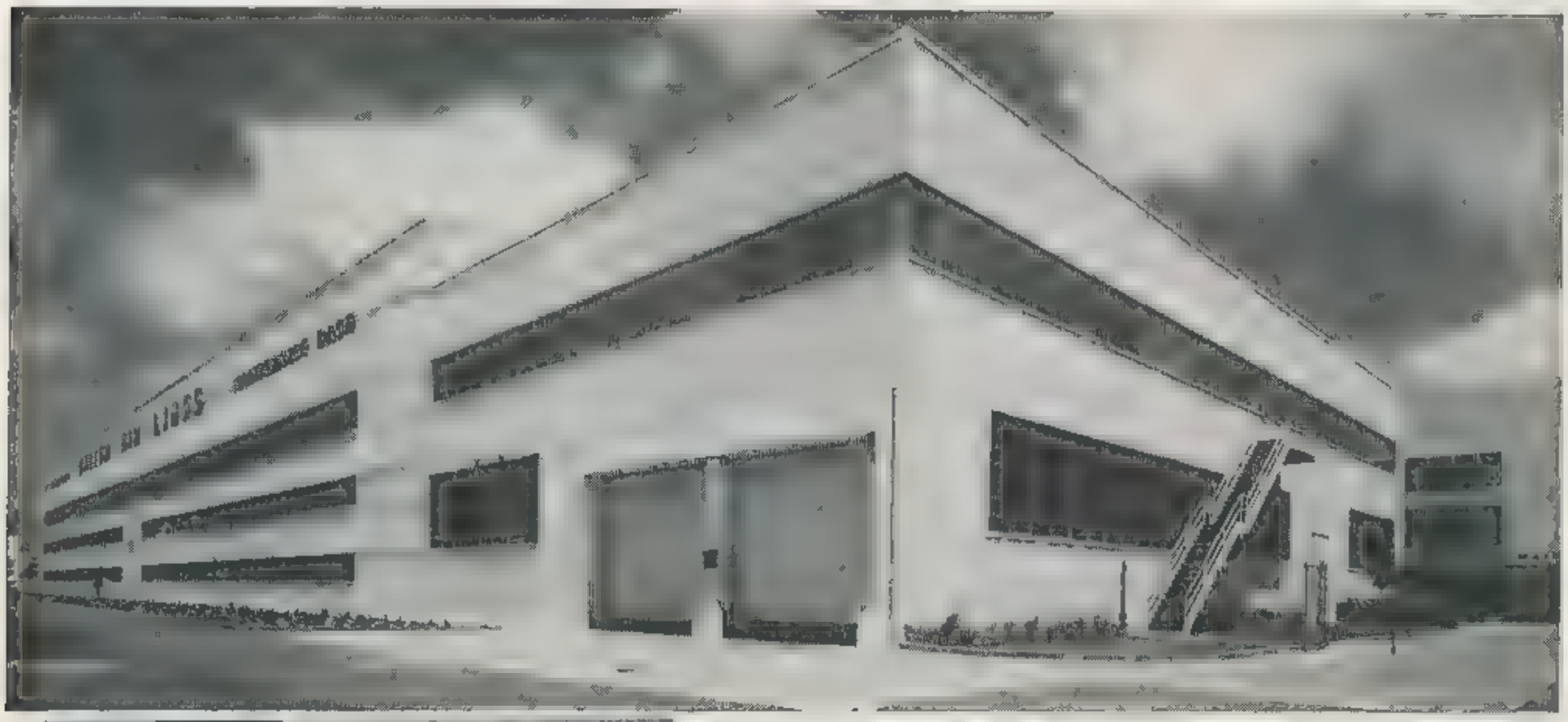
For applications on inaccessible shafts such as the one shown above on an aircraft reciprocating engine, the split-type Clipper Seal simplifies installation, saves costly "down time." It can actually be installed in a matter of seconds. And removed just as quickly and easily—and without damage!

**Johns-Manville** *PRODUCTS for the AVIATION INDUSTRY*

**Packings and Gaskets • Friction Materials • Insulations • Asbestos Textiles**
**Transite Conduit • Transite Pipe • Industrial Building Materials**

# CORRUGATED TRANSITE*...*modern as the Air Age*

*Transite is a registered Johns-Manville trade mark



**Notice** *how the strength-building corrugations of Transite are utilized as an element of streamlined design in this United Airlines maintenance base at San Francisco.*

**New United Airlines maintenance base can overhaul 11 big planes simultaneously. But there'll be no maintenance needed for the exterior walls of this huge new building! . . . They're Corrugated Transite.**

YES, TOUGH TRANSITE SHEETS are maintenance-free . . . can't rot . . . can't rust . . . can't burn. Never need paint to preserve them. Practically no upkeep!... because they're made of materials that are virtually indestructible—asbestos and cement.

Moreover, they provide *functional decoration* as well as structural utility.

That's why Johns-Manville Corrugated Transite contributes so much to the modern look as well as the efficient construction of this gigantic airline base.

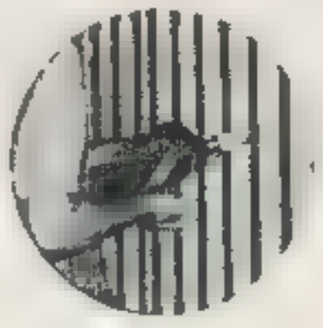
The tough Transite sheets are easily applied . . . cover large areas quickly because of their size . . . and can be salvaged if alterations become necessary.

In short, they build *fast* and they're built to *last*. Can be used on new or remodeled structures, as sidewalls or roofs.

For further details write for brochure. Johns-Manville, Box 290, New York 16, N. Y.

EASY TO BOLT TO STEEL

EASY TO SAW



EASY TO DRILL

EASY TO NAIL TO WOOD

**Johns-Manville** *PRODUCTS for the AVIATION INDUSTRY*

**Packings and Gaskets • Friction Materials • Insulations • Asbestos Textiles**
**Transite Conduit • Transite Pipe • Industrial Building Materials**

• Fourth major problem is financing the entire project. "Cost of developing such a plane up to the point of production has been estimated at $20 million," Littlewood declared.

▶**Federal Aid**—"Unless at least 100 planes are built, some form of government assistance will be necessary. It is essential that this government support—if given—be given freely in the interest of the airlines, and the contribution to national defense and no too-detailed nor restrictive governmental supervision of the program be required in return."

## UAL Recommended For Hawaii Route

United Air Lines has been recommended for a new route between the West Coast and Hawaii.

In his report on the reopened Hawaiian route case, Civil Aeronautics Board Examiner Ralph Wiser has urged that Los Angeles be made a co-terminal with San Francisco on UAL's present service to Honolulu. He said that applications of Matson Navigation Co. and Pacific Overseas Airlines for Los Angeles-Hawaii links should be denied.

▶**Split Decision**—United was certificated for the San Francisco-Honolulu run in competition with Pan American Airways in CAB's original Hawaiian route case decision of May, 1946. At that time, CAB was split on which carrier should compete with PAA between Los Angeles and Hawaii—two Board members favoring United and two favoring Hawaiian Airlines.

After examining the carrier's financial status and prospects for getting additional backing, Wiser found that Pacific Overseas Airlines is not "fit, willing and able" to conduct its proposed coach-type service between Los Angeles and Honolulu. In recommending against Matson, which operates surface vessels between the West Coast and Hawaii, Wiser noted that the carrier rested its case on evidence introduced in CAB's original hearing in 1944.

Matson's counsel said the company would not present new material because it had reached the conclusion that CAB would not grant a certificate to a steamship company no matter what the evidence showed.

## First Star Routes

Post Office Department's proposal to grant contracts for air star mail routes between Charlevoix, Mich., and St. James, Mich., and between Honolulu and Kalaupapa, Molokai, T. H., has been approved by the Civil Aeronautics Board, which said the service will not interfere with certificated air transportation.


NEW F-86A JET
IS LEDEX EQUIPPED!

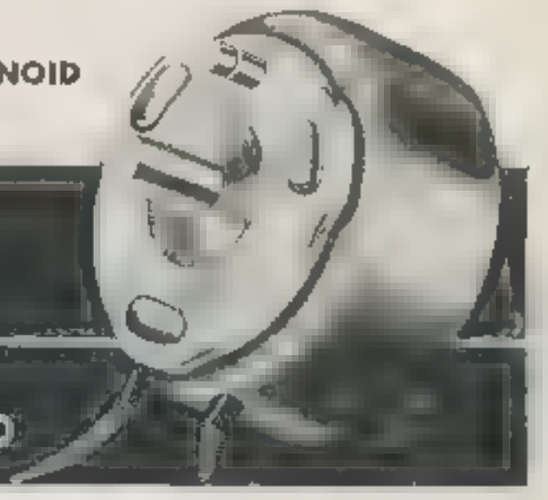
NORTH AMERICAN AVIATION Chose
LEDEX *ROTARY* SOLENOIDS
*for* DEPENDABILITY!

Humid tropics, sand-laden desert skies, frozen North or extremely high altitudes . . . the new Air Force North American F-86A Sabre Jet Fighter is prepared to defend our nation under *any* conditions. Ledex *Rotary* Solenoids play an important part in this *dependability*. Several vital mechanisms are remotely controlled and powered by Ledex *Rotary* Solenoids.

The same Ledex standard of dependable remote control and power is available for your product. The vast production applications of Ledex *Rotary* Solenoids vary from the dependable snap-action operation of aircraft mechanisms to the powerful actuation of rugged hydraulic valves in heavy duty materials handling equipment.

We supply to quantity users and solicit the opportunity to be of assistance in engineering a Ledex *Rotary* Solenoid to meet the requirements of your product.

Write today for LEDEX ROTARY SOLENOID
BASIC ENGINEERING DATA



G. H. Leland INC.
160 WEBSTER STREET, DAYTON 2, OHIO

# The Cargo Constellation

## *an airplane with a world of experience*

The large cabin is ready for loading of containers that will hold all the goods that New order and services to the world customer to tell its story. This ship can carry [illegible] passengers in addition to the cargo [illegible] diameter

## Lockheed

Wing plane of bulkhead. Detail at center magnesium alloy was distributed to build up tension stringers. Skin is [illegible] with inside weight panels

► **Changes With Magnesium** [illegible]

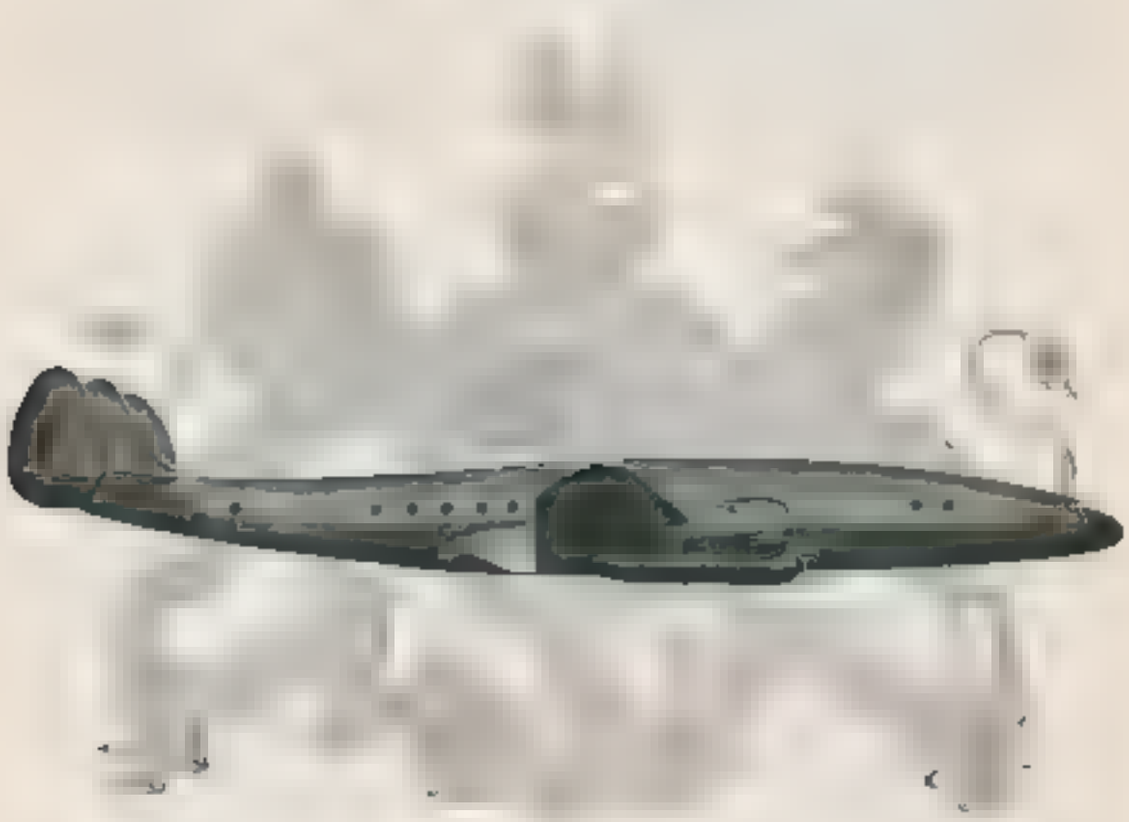
► **Skin and Web** [illegible]

► **Tooling and Engineering** [illegible]

► **Basic Cost** [illegible]

*The*

*Master Constellation*



The fastest propliner at the Lockheed installation family is the new of South Africa. This government recently purchased a fleet of these 300-mile-an-hour transports for the South African Airways. Now, four members of the great Commonwealth of Nations fly the majestic Constellation

Australia is represented by Qantas Empire [illegible] Britain by British Overseas Airways Corp., Canada by Trans-Canada Air Lines and the United Kingdom by British South American Airways Corp., all from the [illegible] airline uses its fleet mainly [illegible] transatlantic routes. Whether flying the luxurious Super Constellation or the standard Constellation, all these airliners are world famous for their dependability, speed and comfort.

*Lockheed Constellation*

[illegible]

affecting the thrust line. Propeller rotation planes have been moved forward for CG reasons, bringing the blades opposite the cockpit. This will be changed on later conversions to conform [illegible]

Maximum diameter of the Twin Wasp [illegible] is unchanged on the sake of minimum shortcuts changes although the Manitou diameter is considerably smaller. However some drag reduction has been obtained through better flow over the upper nacelle and elimination of cooling drag. Cowling intake on the nacelle underside has been replaced by a streamlined fairing for the retracted main wheels. Scottish Aviation Ltd., Douglas agents in Britain, advised on the conversion.

▶ Inlet System [illegible] as carried up over the top of the wing splitting to go round the main wheel well and emerging about midway along [illegible] the upper [illegible] Split [illegible] only [illegible] of the [illegible] Engines [illegible] deep [illegible] been [illegible] duct and elevator air of rubber deicing hoses from the jet exhaust.

Two small cooling intakes are located on each side of the Manitou nacelle. One is for oil cooling and the [illegible] nacelle. Although internal nacelle temperatures reach 900 degrees, it is possible to touch the outside of the exhaust pipes with your hand. Accessories located less than an inch away from the pipes are cool. The Manitous use either a compressed air or electric starter and [illegible]

▶ Controls Simplified [illegible] Chuttle, two propeller and two mixture controls on the DC-7 cockpit pedestal have been reduced to one throttle and two levers linked with the special Armstrong Sidgley automatic fuel and propeller control system and two high pressure fuel shut-off switches. Additional engine instruments include torque meters and tailpipe exhaust temperature [illegible]

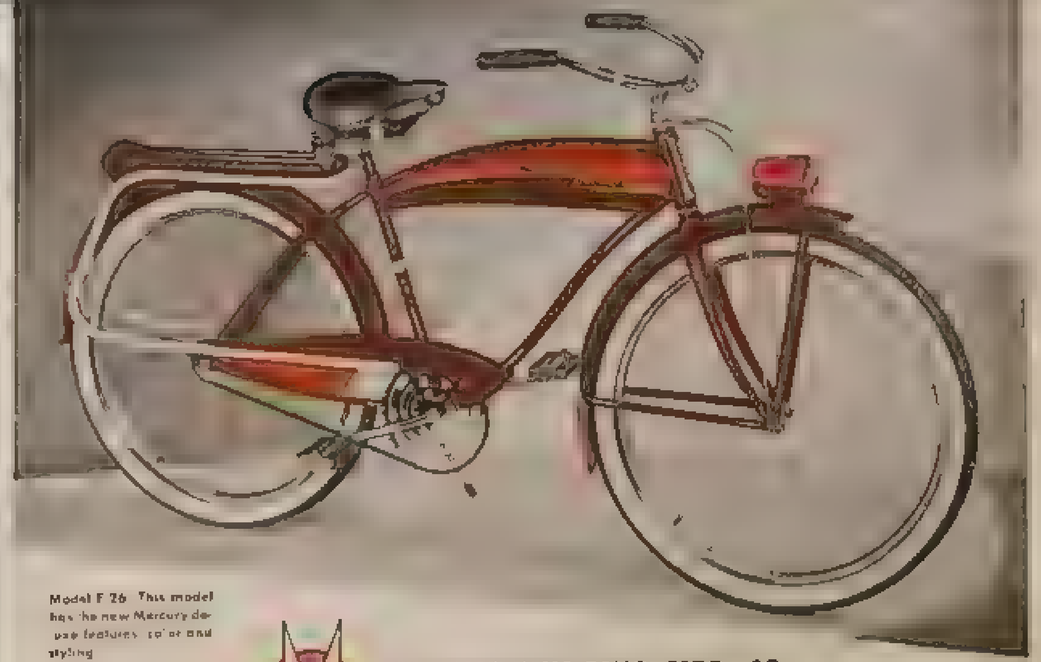
[illegible] DC-7 at a gross of 23,500 lb. with full fuel load using a maximum of 14,000 rpm [illegible] [illegible] climb. Noise level was far below that of a Twin Wasp-powered DC-7 with [illegible] with an [illegible] improvement in single engine cruise, climb and maneuverability and re-air the dead engine with no apparent difficulty. Full power is delivered to the propeller within two seconds of unfeathering with experts [illegible] the [illegible]

▶ Expect 1500 hp. [illegible] Manitou Sixth [illegible] key expects to develop 1500 hp. out of the present Manitou with some re-design of the star of the turbine nozzle way. An even more [illegible]

The Manitou is expected to begin its commercial life with an overhaul period [illegible] within a year.

At present de-icing is handled by bleeding turbine exhaust gas back into the front of the engine but plans are being worked out for methanol injection to provide de-icing of intruding air in addition to the thermal de-icing of the exposed engine surfaces.

▶ Speed Tests—The Manitou has passed its 150-hour military and civil type test and has about 3000 hours of test bed running with over 100 hours flight time in the Apollo airliner, Marathon test [illegible] [illegible] [illegible]



Model F 26 This model has the new Mercury deluxe features, color and styling

THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO

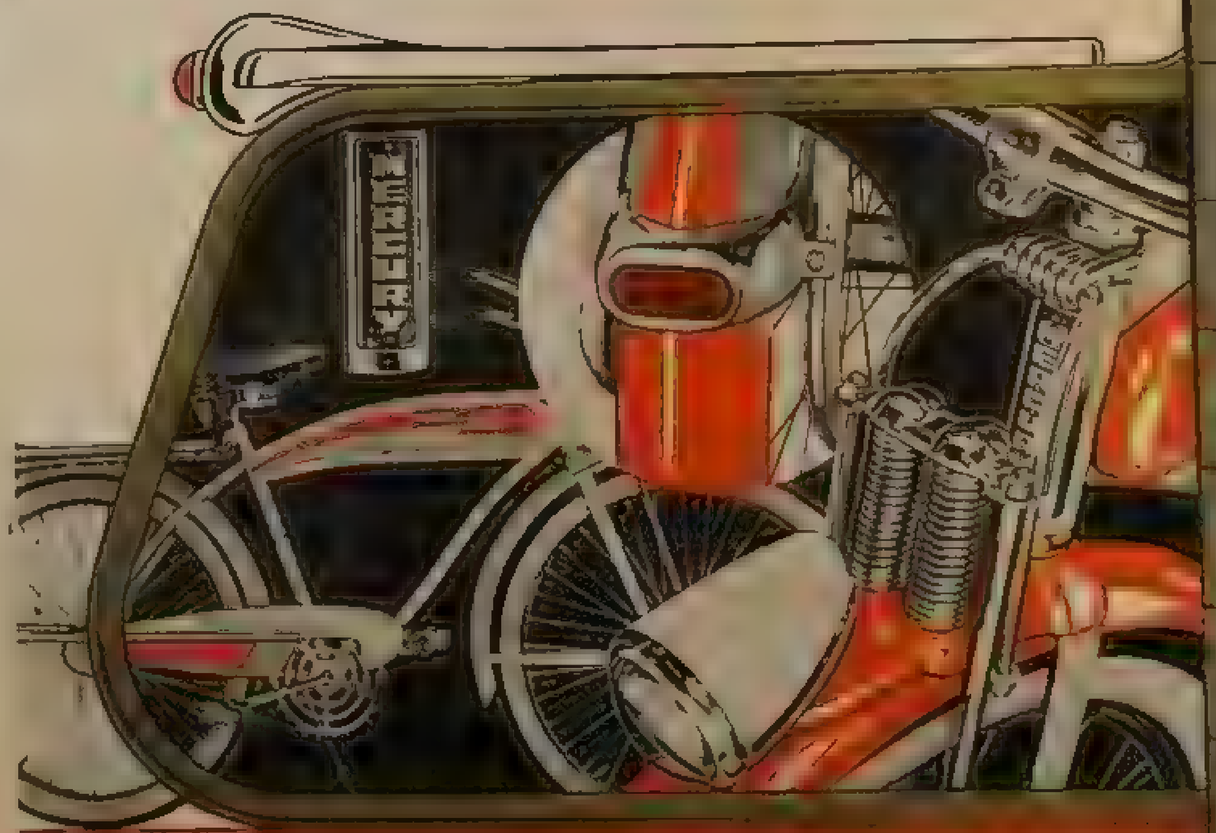
Model F 27 The gu
model has the smart new
features which dist
guish the Mercury line

*Presenting the New*

'[illegible]

# MERCURY

## BICYCLES



THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO

With great pride we show you here the de luxe 1949 Mercury Bicycles—completely new in style and built to maintain our high quality of merchandise. They are our top numbers in a complete line of bicycles. Mercury Brave are available in varying price ranges and styles to satisfy every dealer requirement. The Mercury line includes wheel sizes of 16, 20, 24 and 26. Outstanding Features of the Mercury Bicycles include:

- Electric Hydrogen Brazing of special reinforced frame for strength.
- Oven baked enamels give lasting luster to all painted surfaces.
- Highest quality chrome plating on all bright work adds sparkle and life.
- Precision made parts assure highest quality of product.

# Mercury '49

Model F 28 Truly the most distinguished bicycle on the market. New from Spring Front fork to the jet-like blister on the luggage carrier.

Model F 29 The girl's model with the same deluxe styling and design, including the new Spring Front fork. These models offer superior ease and comfort in ride ha

WRITE FOR NEW CATALOG

DESIGNED TO MAKE

*your profits climb!*

# The Doll's HOME BEAUTIFUL

No. 148

### *NOTE THESE SALES MAKING FEATURES*

Five large, beautiful rooms decorated in full color - [illegible] wall paper with bathroom fixtures, cabinets, etc., and reproductions of actual patterns. Packed in paper trash

**All steel construction**

21" Wide, 14 1/2" High, 10 1/2" Deep

Packed [illegible] carton

Approx. wgt. 33 lbs.

Usual trade discount

F.O.B. Boston

**SUGGESTED RETAIL PRICE**

**$3.49**

Merit Toy CORP.

**222 Quincy Street, Boston 21, Mass.**

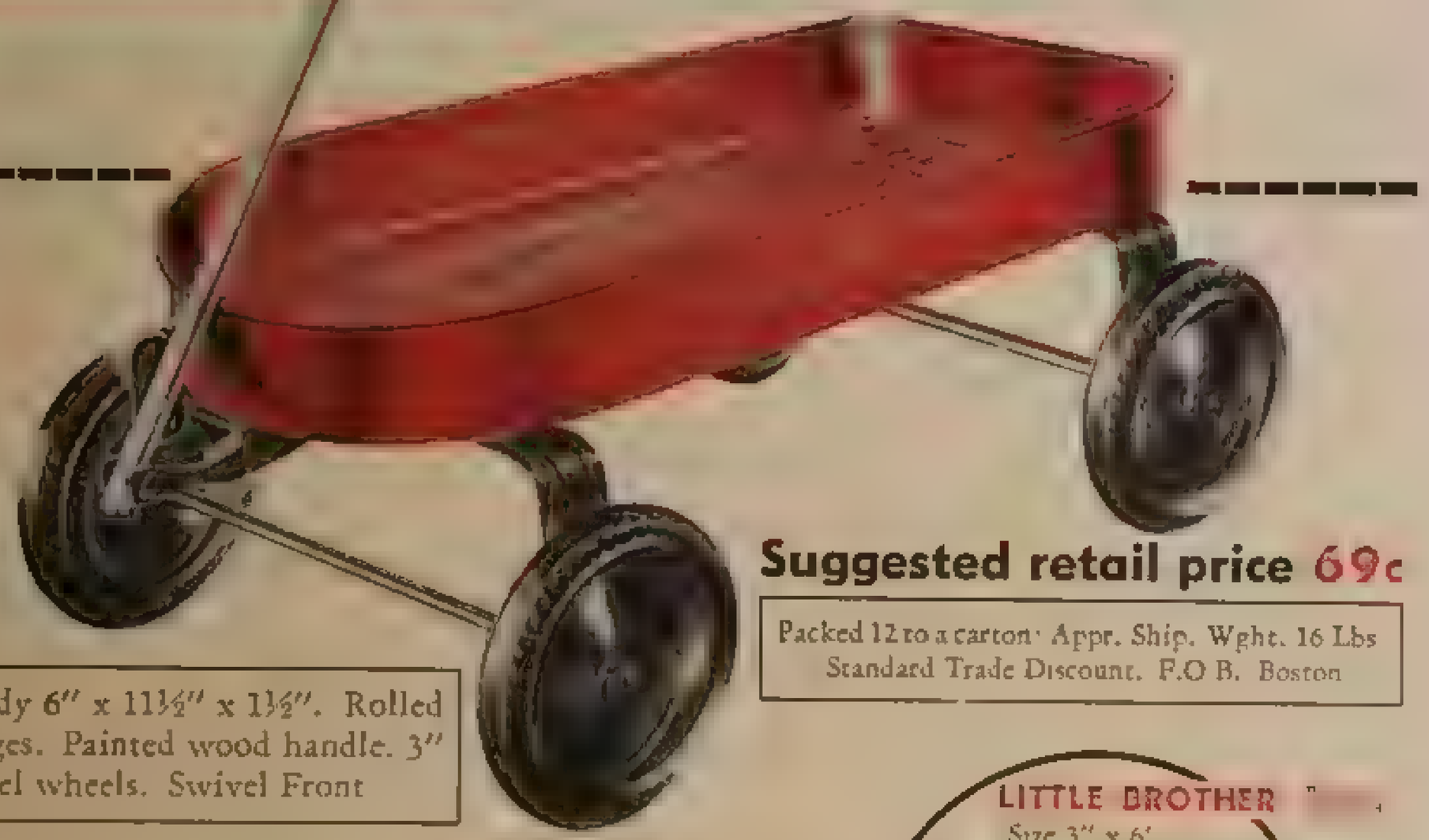
*Represented by DAVID H. FABER Toy & Ig., 200 5th Ave., N. Y. 10, N. Y.*

FOR STEADY VOLUME AND

*sure Profits!*

Merit-oy
Metal Cart
No. 512

Sturdily built,
handsomely finished,
attractively priced
to outsell all others



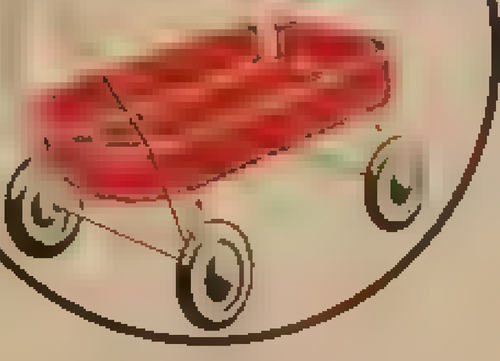
Body 6" x 11½" x 1½". Rolled edges. Painted wood handle. 3" Steel wheels. Swivel Front

**Suggested retail price 69c**

Packed 12 to a carton· Appr. Ship. Wght. 16 Lbs
Standard Trade Discount. F.O.B. Boston

No. 36

LITTLE BROTHER
Size 3" x 6'
Packing 3 doz to carton
Suggested price 25c



Merit-oy CORP.

222 Quincy Street, Boston 21, Mass.

*Represented by: DAVID H. FABER, Toy Bldg., 200 5th Ave., N. Y. 10, N. Y*

# "Sells on sight"

## MURRAY-OHIO "Fire Chief"

*Truly a style leader, the Fire Chief is sure to be the center of attention in every display. It's built to the famous quality standards that distinguish all Murray Ohio Products, including: STEELCRAFT Velocipedes ... Autos ... Wagons ... Tricycles ... MERCURY Bicycles ... MUSSELMAN Caster Brakes*

The Murray Ohio Mfg. Co. • Cleveland 10, Ohio

ILLUSTRATED CATALOG SENT ON REQUEST

SYMBOL OF QUALITY

TABLE OF CONTENTS PAGE 54

# TOYS and NOVELTIES

APRIL 1949

National Magazine for Buyers of Toys, Games, Hobbies and Crafts


## TOPS in Turnover TODAY

### ORDERS FOR THOUSANDS POURING IN DAILY

AT LEADING WHOLESALERS EVERYWHERE

Repeat orders for this sensational seller will astound you — they have us! Order the tops in low priced merchandise today.

PLASTIC Magic Slate for writing, figuring, note taking, drawing reminder lists, and children's play fun

★ SPECIFICATIONS

STOCK NO 50- Strathmore Magic Slate
SIZE 4 x 7 and a dash 1 Packaged
PACKED Minimum Shipment 6 Dz Case
WEIGHT Approximately 12 lbs. Per Case
DISPLAY Advertising Mats and Cat.
COUNTER DISPLAY ON REQUEST

25c RETAIL

WRITE OR WIRE

CHARLES H CARROLL
141 Merchandise Mart
Chicago 54 Ill

ARTHUR FREY
200 Fifth Avenue
New York 10 N Y

C W SCHAEFFER
Memphis Tenn

STERN MORGENTHAU & CO
500 Seventh Ave
New York N Y

Strathmore AURORA, ILLINOIS

# "Sales Sensation"

## MURRAY OHIO
## Station Wagon

*Dealers from coast to coast report this outstanding wheel goods item is a truly remarkable sales leader . . . Murray Ohio's quality line includes:* STEELCRAFT *Velocipedes* *Autos* . . . *Wagons* *Tricycles* MERCURY *Bicycles* . . . MUSSELMAN *Coaster Brakes*

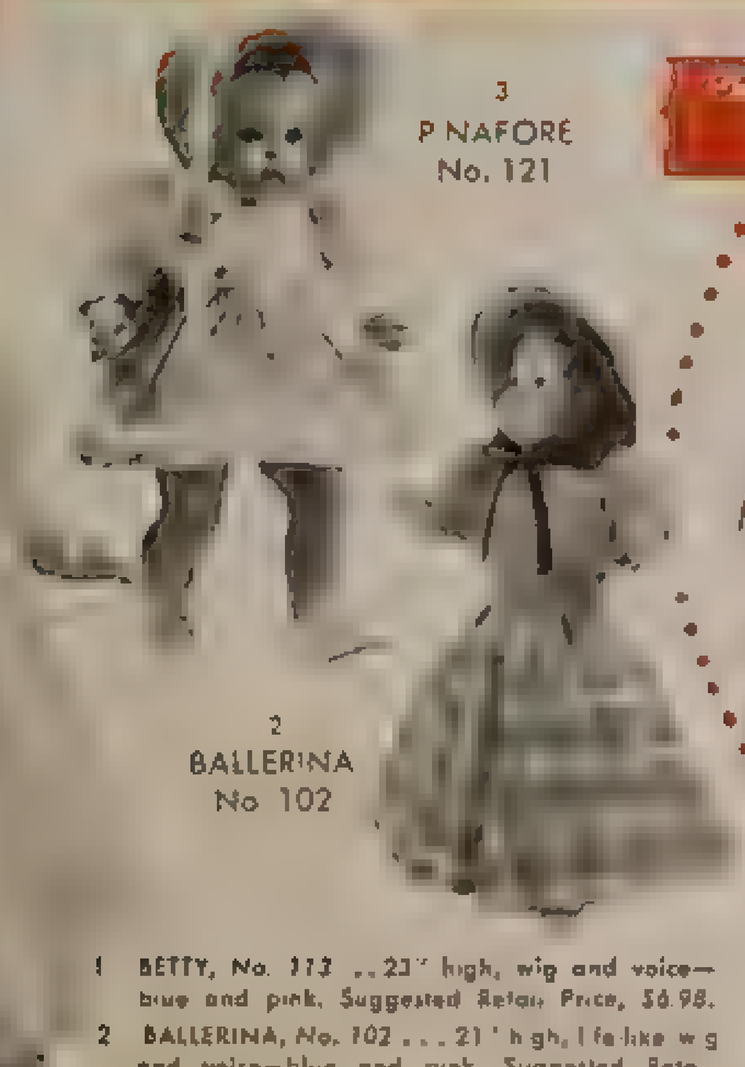
**The Murray Ohio Mfg. Co. • Cleveland 10, Ohio**

ILLUSTRATED CATALOG SENT ON REQUEST

SYMBOL OF QUALITY

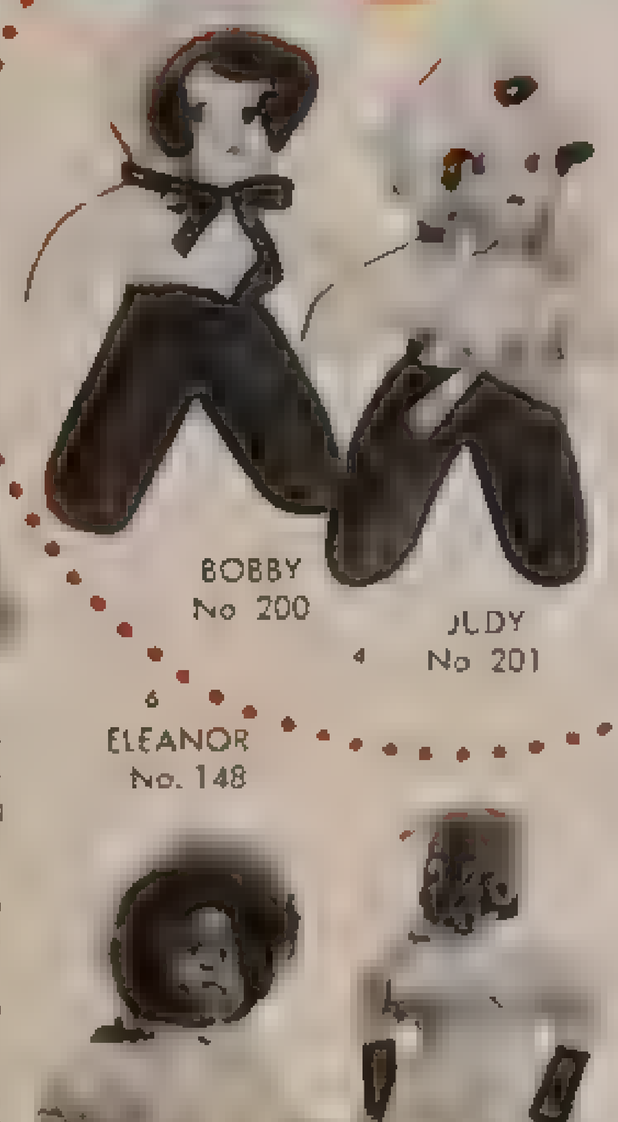
# America's BIG VALUES in personality DOLLS

BETTY
No 113



2
BALLERINA
No 102

3
P NAFORE
No. 121



BOBBY
No 200

4
JUDY
No 201



5
LULU BELLE
No 33

6
ELEANOR
No. 148

1 BETTY, No. 113 . . 23" high, wig and voice—blue and pink. Suggested Retail Price, $6.98.

2 BALLERINA, No. 102 . . . 21" high, lifelike wig and voice—blue and pink. Suggested Retail Price, $5.98

3 PINAFORE, No. 121 . . . 21" of cuteness . . . in red, blue, and green. Suggested Retail Price, $6.98

4 JUDY and BOBBY . . . 13" girl and boy, stuffed—5 pastel shades. Suggested Retail Price $1.00

5 LULU BELLE, No. 33 . . . 12" colorful Southern Mammy—hand colored and stuffed. Suggested Retail Price, $1.69

6 ELEANOR, No. 148 . . . 18" colored sweetheart wig and voice—pink and blue. Suggested Retail Price, $5.98

HUDSON dolls are made in Dixie by the South's largest doll manufacturers. Every HUDSON doll is an individual personality - - beautifully dressed in Nainsook lace-trimmed petticoats and panties . . . and famous-for-quality Tanbro Rayon fabrics, including charmingly distinctive cottons and ginghams. Don't miss the HUDSON DOLL line - - AMERICA'S NEW NAME in BIG VALUE DOLLS

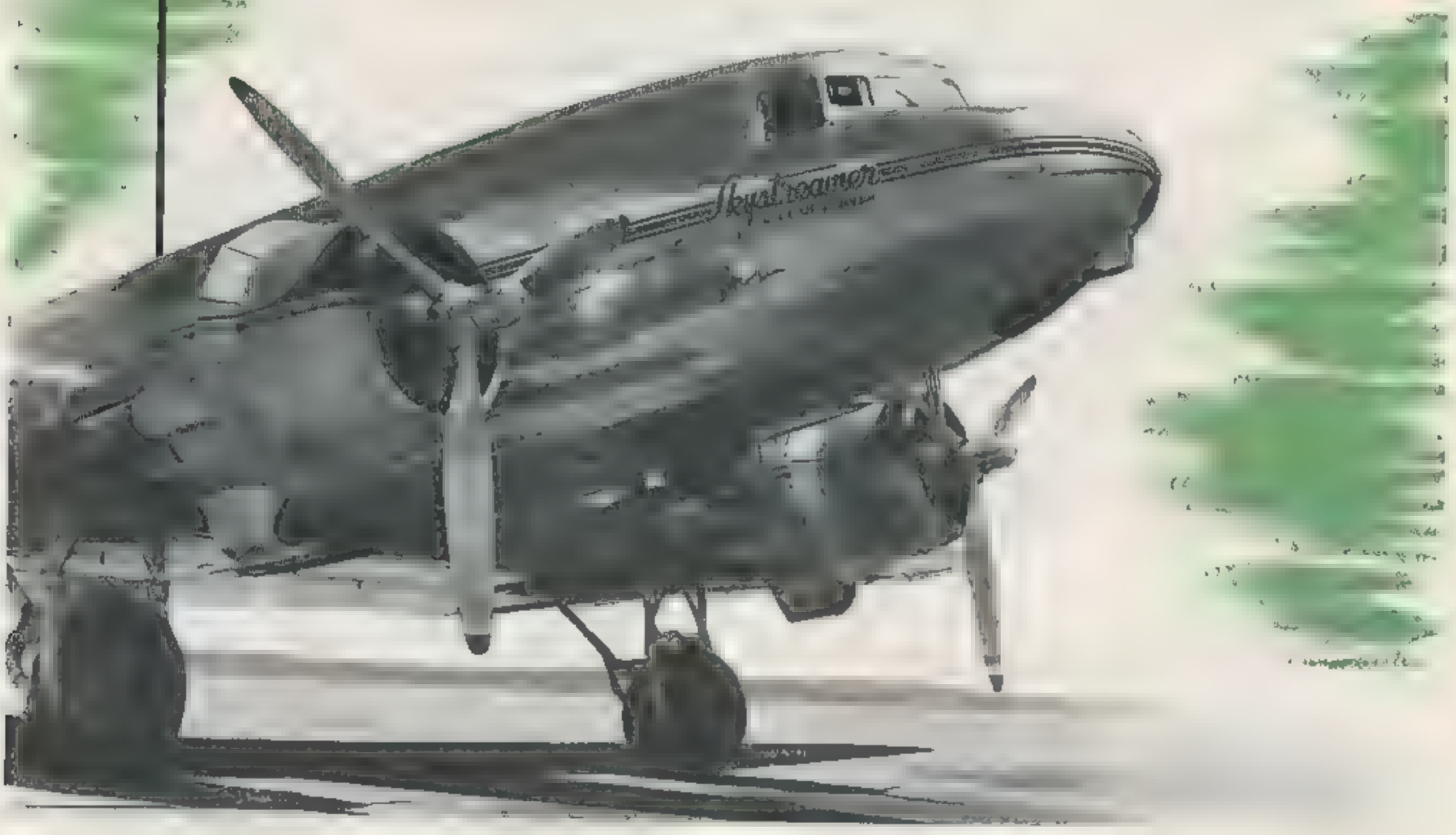
You're invited to our display
HOTEL NEW YORKER
Room 536
Leo Tonanbaum
Jerry Epstein

**HUDSON Doll Corporation**
★ 410 W. PEACHTREE • ATLANTA, GA.

# Marquette

## HYDRAULIC AND ELECTRIC WIPERS

More than 150,000 Marquette Windshield Wipers have been installed on the aircraft of our armed forces and of domestic and foreign air lines. They have proven successful at high speeds . . . under severe and variable climatic conditions . . . on curved and flat glasses of many shapes and sizes. Marquette Wipers are universally accepted as an important factor in flight safety.



*Continental Air Lines celebrated its 15th Anniversary in July. This regional carrier is justly proud of its splendid record of flying 952,000 passengers more than 344,317,000 passenger miles without a single fatality. We are happy to have played a part in this great accomplishment.*

The Marquette
METAL PRODUCTS CO.
CLEVELAND 10, OHIO
SUBSIDIARY OF CURTISS-WRIGHT CORPORATION

*Also Manufacturers of*
ROLLER BEARING TEXTILE SPINDLES
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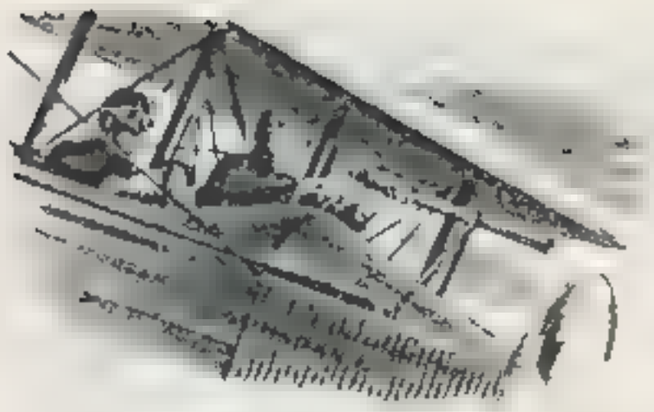
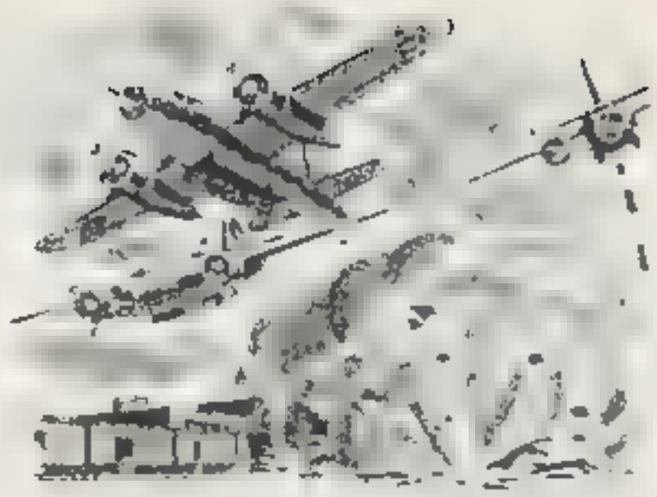


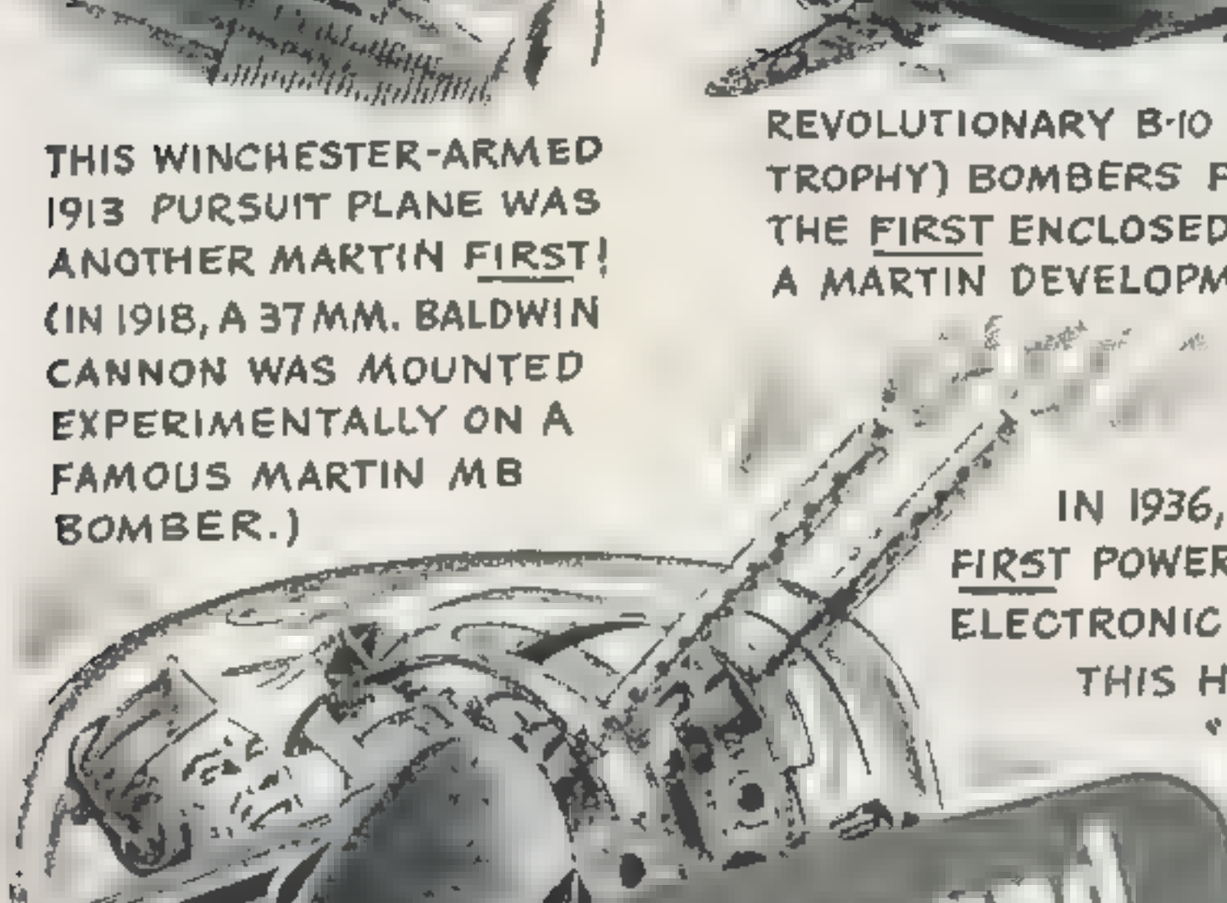
THIS WINCHESTER-ARMED 1913 PURSUIT PLANE WAS ANOTHER MARTIN FIRST! (IN 1918, A 37MM. BALDWIN CANNON WAS MOUNTED EXPERIMENTALLY ON A FAMOUS MARTIN MB BOMBER.)

REVOLUTIONARY B-10 (COLLIER TROPHY) BOMBERS FEATURED THE FIRST ENCLOSED TURRET, A MARTIN DEVELOPMENT.



DURING WORLD WAR II, MARTIN WAS THE LARGEST BUILDER OF ELECTRICALLY-OPERATED GUN TURRETS.

IN 1936, MARTIN PRODUCED AMERICA'S FIRST POWER-OPERATED TURRET. **TODAY,** MARTIN ELECTRONIC FIRE CONTROL SYSTEMS MAINTAIN THIS HISTORIC LEADERSHIP. ELECTRONIC "BRAINS AND MUSCLES" TO LOCATE, TRACK AND FIRE AGAINST ENEMY AIRCRAFT.



## From Turrets and Tanks to Electronics and Elastomerics

pioneering by Martin paid off here, too!

CHANGING A MARENG CELL IS A MATTER OF ONLY A FEW MINUTES' WORK--A VITAL FACTOR IN COMMERCIAL AIRLINE ECONOMY.

AS LONG AGO AS 1918, MARTIN EXPERIMENTED WITH BULLET-PROOF FUEL TANKS ON THE MB-2.

THEIR SELF-SEALING FEATURE SAVED THE LIVES OF THOUSANDS OF AMERICAN AIRMEN AND HUNDREDS OF PLANES DURING WORLD WAR II

MARENG CELLS HELPED LICK TANK CAR SHORTAGE DURING EARLY MONTHS OF WORLD WAR II BY CARRYING GAS IN BOXCARS.

AMAZING MARTIN MARENG CELLS WERE DEVELOPED AS GAS TANKS IN THE LATE '30s TO FIT PLANE WINGS LIKE FOOTBALL BLADDERS.

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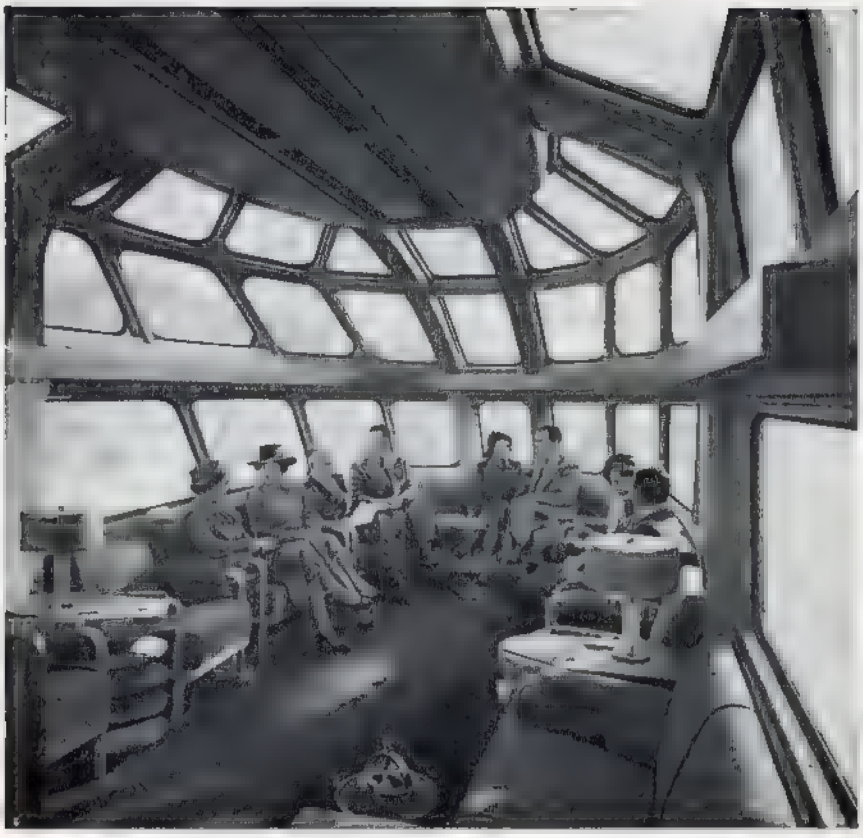
AIRCRAFT

*Builders of Dependable Aircraft Since 1909*

Aerial gun turrets and versatile Mareng Cells (licensed to U. S. Rubber Co.) are typical Martin developments which have gone hand in hand with the building of a long line of great aircraft. In research and in the air, rely on Martin for results!

THE GLENN L. MARTIN COMPANY, BALTIMORE 3, MD.



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OLYMPIAN *Hiawatha*

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Crest-to-canyon views of a mountain wonderland from the glass enclosed Skytop Lounge—a new departure in car design. And you'll find the private rooms in The Milwaukee Road's new Olympian HIAWATHA sleeping cars perfect in every detail.

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**NEW ROOMETTES** for one offer full privacy with room facilities in compact form. Radio control and circulating ice water in all rooms.

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For a color booklet on the Olympian HIAWATHA, write to H. Sengstacken, Passenger Traffic Manager, 906 Union Station, Chicago 6, Illinois.

**THE MILWAUKEE ROAD**

*The friendly Railroad of the friendly West*


dining cars boasted everything from sirloin steak or golden plover on toast to broiled oysters or omelet with rum; and America sang the praises of "Noble Kate Shelley." It's an old but thrilling tale of how Kate, on that drowned night back in 1881, risked life and limb to cross a wind-swept trestle and notify the North Western agent at Moingona (Iowa) that the Honey Creek bridge had been washed out. Yes, the *Midnight Express* was stopped in time, bashful Kate became famous overnight, and the North Western presented her with a lifetime pass. In 1926 the line was relocated and the new bridge named in her honor. The tracks don't go through Moingona any more, and Kate Shelley is just another name.

The North Western had an engineer named Casey, too. John Casey ran a train on a North Western spur between Eyota and Chatfield, Minn.—one of those "one a day each way" things where both trains turn out to be the same engine and caboose peacefully meandering along the rail. Well, Casey did all right in his 15-mile-per-hour role as master of the high iron until one fateful day. It seems that he left Eyota quite late that morning, and consequently arrived at a midway passing track at the same time he was scheduled to arrive from the other direction. As the authors put it, "Inasmuch as he had no fear of bumping into himself on a bright day with a clear track, he waved at the Planks' station agent cheerfully and rattled along toward Chatfield." Several days later, Casey was requested to report to the "super" at St. Paul. The charge: Failure to take siding at Planks for a meet with the opposing train. Casey's flabbergasted reply that there could not be an opposing train until he turned his train at Chatfield failed to move the "super."

"You have taken too much for granted," he said. "The rule on this point is plain. You had no right to proceed against the time of a train that theoretically had already left Chatfield."

"But there was no train."

"You had no way to determine that. For all you know to the contrary, we might have hauled a locomotive and a couple of cars overland on wagons from La Crosse."

John studied him in some surprise.

"Yes," he finally said, "you might have done just that. It's what they call op-


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# Modern & STreamLined

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Today, M. & St. L. symbolizes also the Modern and Stream-Lined transportation which that railroad provides in Minnesota, South Dakota, Iowa and Illinois—

**For Agriculture and Industry**
**For Shippers and Receivers of Freight**
**For Connecting Lines, via Major Traffic Gateways**

With fleets of Diesel locomotives, newest of which is the No. 348 in the picture, and of new freight cars, the M. & St. L. is truly a road of Modern and Stream-Lined Service.

## The Minneapolis & St. Louis Railway

TRAFFIC OFFICES IN 36 KEY CITIES

# THE GREAT MIDWEST

## Land of New Industrial Horizons...

THE MIDWEST, for generations the No. 1 agricultural region of America, is today a fast-growing Industrial Empire, with opportunity for development as vast as the horizons of its fertile prairies.

Four great states, Illinois, Iowa, Minnesota and South Dakota, comprising the heart of the Midwest, are served by

### The Minneapolis & St. Louis Railway

They lead the nation in production of corn, oats, rye, hay, flaxseed, soybeans, hogs and poultry; and rank high in barley, wheat, sugar beets, dairy and beef cattle, pulpwood, coal, limestone and scores of other essential products. Minnesota alone mines three-fourths of America's iron ore.

Already, the Midwest's industrial progress has been tremendous. To new industries and to industries seeking to relocate or expand, it offers unexcelled advantages in respect to: Climate; abundance of skilled labor; supplies of water, fuel, power and raw materials; plant sites in progressive communities; easy access to consuming markets.

For transportation of materials and finished products, the Midwest has a network of Railroads, providing unsurpassed service with equipment and tracks as fine as any in the world; supplemented by modern highways, pipe lines and inland waterway barges.

•

*To manufacturers and distributors, the M. & St. L., a vital unit in Midwest transportation, offers efficient freight service, complete in detail; and advantageous plant locations in thriving communities on its lines.*

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**The Minneapolis & St. Louis Railway**

Fast Freight Service via the Peoria Gateway

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"Our service testing of Monsanto Skydrol has demonstrated its superior qualities as a fire-resistant hydraulic fluid for DC-6 cabin superchargers. We consider the development of Skydrol an important safety step in aviation."

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GENERAL MANAGER, *Engineering*

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**CAA APPROVED**

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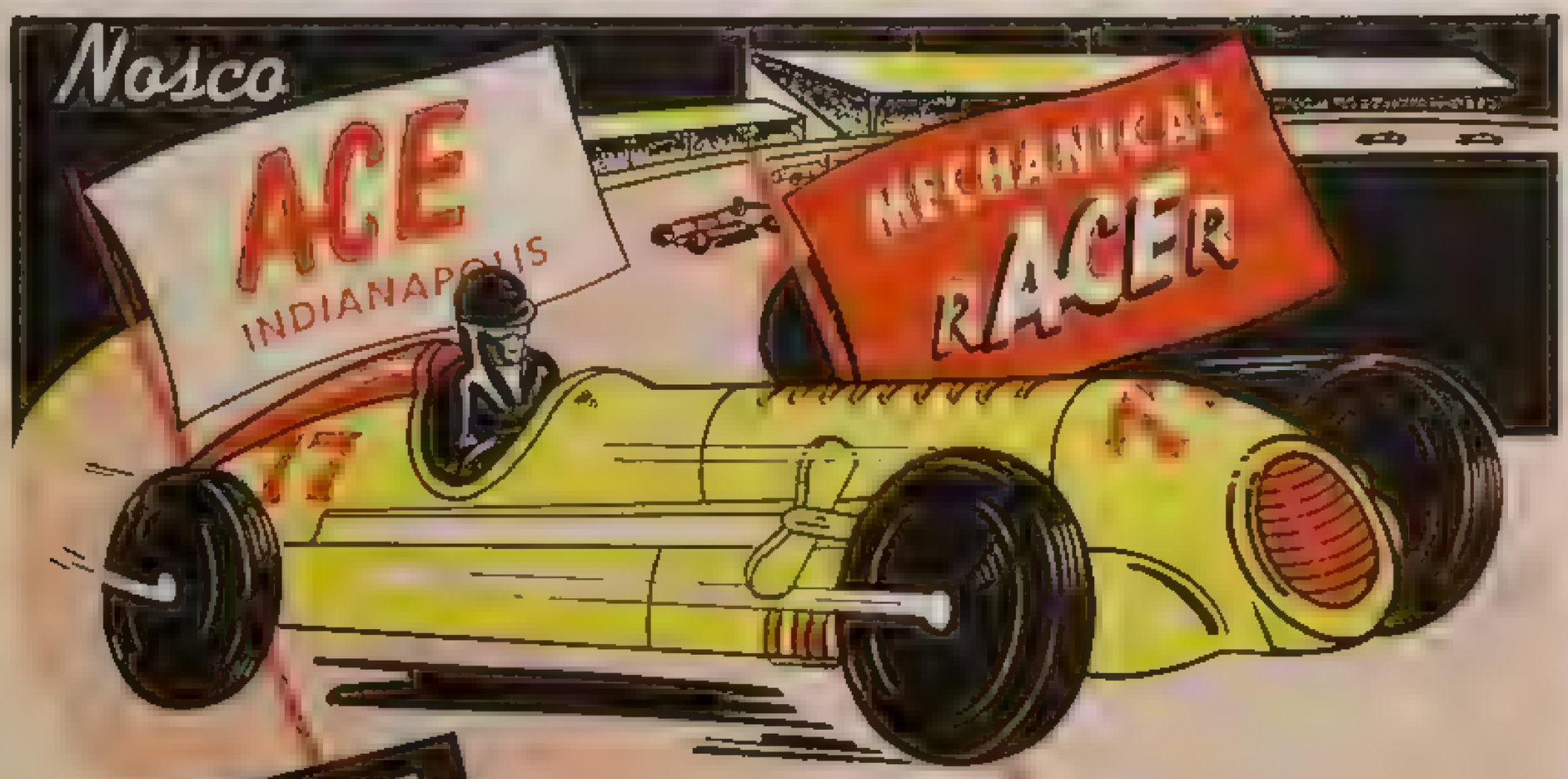
SERVING INDUSTRY...WHICH SERVES MANKIN■




# MPH (More Profit per Hour)

## WITH THE ACE RACER

The speedy Nosco Ace moves to the front as a leader in the field of Indianapolis type racers. Molded in contrasting color, this true-to-life racer and driver are designed in exact detail—driver's hands even grasp steering wheel. The real heavy gauge rubber tires have authentic racing tread. A sturdy, speedy clock type motor drives Ace over 300 feet at a fast pace.

*ADDED FEATURE*—The Ace is equipped with the Nosco drop gear—free wheeling unit that makes the Nosco Ace the best in the "long run". The Ace is a "Front Runner" in racer toys. You'll be laps ahead and make More Profit per Selling Hour with the Nosco Ace Racer.

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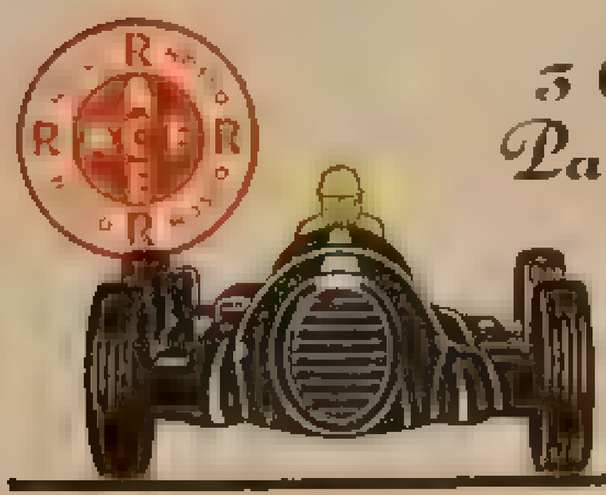
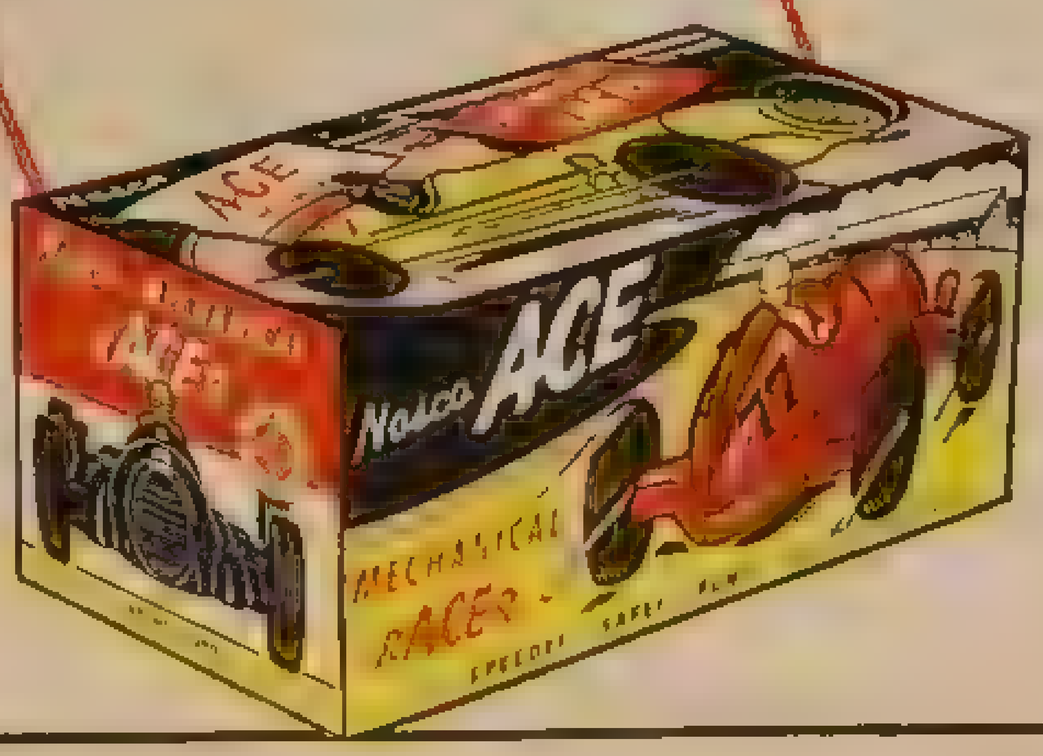
CUSTOM MOLDERS OF BETTER ENGINEERED PLASTICS

SEE THE 1949 NOSCO LINE AT THE TOY FAIR ROOMS [illegible] HOTEL McALPIN

Catalog No. 6390. A four-color racer and driver in bright shades of Red, Yellow, Blue and Green. Size 8" long, 4½" wide and 3" high. Write today for Bulletin NT[illegible] for latest additions to the NOSCO toy line.



3 Color Package



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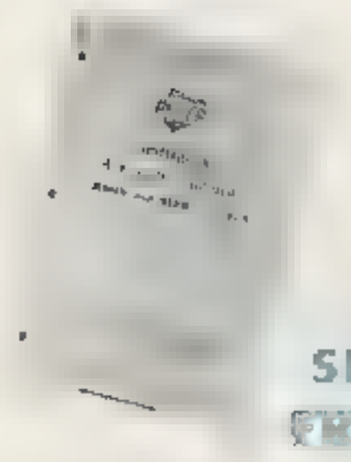
***THE FAMOUS INDIAN ROPE TRICK*** *takes a back seat when The HRP 1 Rescuer (largest helicopter ever put into production) simultaneously lifts five men into the air and into the ship, via a ladder, without landing. The Rescuer can also lift, deliver and quick-release a jeep or anti-tank gun. Built for the Navy, Marines and Coast Guard by the Piasecki Helicopter Corporation, Morton, Delaware County, Pa*

U. S. plane builders are continually coming up with something new and better in aircraft design—pacing the world in air progress. Such advancement calls for structural materials of *minimum weight* and *maximum strength*—and the overwhelming majority of U. S. plane manufacturers are meeting these needs with OSTUCO Aircraft Tubing.

OSTUCO Aircraft Tubing is preferred for engine mounts, strut assemblies, rudder controls, fuselage frames, hydraulic systems and other applications because of its inherent *strength-without-weight* advantages, and because it can be machined, formed and fabricated to the most exacting requirements.

Whatever your aircraft tubing needs, it will pay you to rely on OSTUCO—the supplier with the most extensive engineering and manufacturing experience—the company that made the first "Chrome-Moly" ever produced for aircraft.

Our stock of engine, mechanical and airframe tubing is complete in a wide range of sizes—all precision produced to Army, Navy and AMS specifications. Rejects are extremely low. Immediate deliveries are assured. Get in touch with your nearest OSTUCO Sales Office now.



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**OSTUCO AIRCRAFT TUBING**

# Amsco Shows Faith in the Toy Business

Faith in the future of the toy business was ably demonstrated on June 24th when American Metal Specialties Corporation opened the doors of their new plant located in Hatboro, Pa.

When Herman Kesler, president of American Metal Specialties Corporation, was asked by the press why he had expanded his facilities so drastically in the face of general business uncertainty, he replied: "Because I think the toy business is the most stable outside of the food business People will continue to have babies and buy toys for them throughout their childhood just as certainly as they will try to get food for three meals a day. Some will even buy the toys first and use the money left for food. History has proven that, in good conditions and bad."

The new AMSCO plant covers 53,000 square feet of space and there is additional ground to add 10,000 square feet more for operation facilities and 22,000 square feet of warehouse adjacent to the existing private railroad siding that can accommodate eight cars.

Mr. Kesler acted as his own architect and has reared a modern and well-laid-out plant, remodeled from the shell of an old factory. It is an example of compactness since the firm can now handle all, and more, than they turned out in their former 80,000 square feet in three locations. The executive offices are completely modern and the factory a model of light and airiness as well as safety for workers.

Present facilities can turn out 5,000 units each eight-hour shift of some types of doll furniture, and 7,000 units in the same period for other types. One section will now make plastic material for the covering of Doll-E-Bed mattresses and tops for Doll E-Baths. The personnel will be upped about 200% and the annual volume of business can be increased about 250% over last year's production.

An interesting factor in the expansion of this firm is the fact that it is less than five years old and had none of the "gravy" of war contracts to start with or expand on It has been built from scratch in that limited time.

The house warming was greeted with enthusiasm and congratulations from more than 100 important buyers from the four points of the compass, plus several hundred members of the press and well wishers. A special car on the Pennsylvania R. R. carried the New York contingent of buyers and press to the plant opening at the invitation of Mr. Kesler. From North Philadelphia they were whisked to a gala luncheon at John Corcoran's Old Mill and then to the factory. After a tour of inspection and cocktail party that lasted three hours most of the guests were transported to the Green Valley Country Club for dinner and dancing, after which the New York guests found their private car attached to the Washington Express for the homeward trip.

Loud was the praise by everyone for Herman Kesler and his associates, Philip Frank and Albert Bershad, for what they have already contributed to the toy industry and will continue to do with so much evidence of faith in the future of the industry

## Photos on Opposite Page Show Scenes at Amsco Housewarming

(A) "Amsco Guests" (clockwise): Leonard Smith, Allied Stores Irving Woods, Associated Merchandising Corp.; Sid Steinberg, Hecht's Dept. Store, New York, Philip Frank treasurer, American Metal Specialties Arthur Williams, Notion & Novelty Review; Robert Eldridge, Parents' Magazine; Roy Wanker, Mercantile Stores.

(B) "Addressing Buyers"—Herman Kesler, president, American Metal Specialties.

(C) "Amsco Guests" (l. to r.): Floyd Trader, Supplee Biddle; H. B. Woodward, Playthings; Speed Davis, Sears, Roebuck; J. S. Lovingham, Toy Manufacturers Association; H. D. Clark, Toy Manufacturers Association; Tom Classe, Sears, Roebuck.

(D) "The Christening" (l. to r.): Albert M. Bershad, secretary, American Metal Specialties; Philip Frank, treasurer, American Metal Specialties; Warren M. Cornell, Burgess of Hatboro, Pa.; Herman Kesler; Burton Morris, vice-president in charge of production, American Meta Specialties; Carl Merambeck, director of purchase, American Metal Specialties.

(E) "A Cheery Hello"—Group of New York buyers boarding bus in North Philadelphia for John Corcoran's "Old Mill Inn" for luncheon.

(F) "Factory in Operation."

(G) "Amsco Guests" (l. to r.): Leonard Smith, Allied Stores; Gilbert Corwin, Independent Retailers Syndicate; Roy Wanker, Mercantile Stores; Robert Eldridge, Parents' Magazine; Nan Walcoff, National Dept. Stores; Joseph Bunting, Frank & Seder; Louise Hayda, H. L. Green Co.

(H) "Toy Production."

(I) "The president, his wife and guests" (clockwise): Mrs. Herman Kesler, Henry Lang, Schranz & Bieber; Sol Horelick, Schranz & Bieber; Herman Struhl Schranz & Bieber; Herman Kesler; Arthur Shulberg, Schranz & Bieber; Rollin Shulberg, Schranz & Bieber.

(J) "Unofficial Toastmaster"—Irving Woods, AMC.

(K) "Amsco Guests" (clockwise). Ernest Masback, Masback's; Herman Kesler; Herbert Bonnay, McLellan Stores; William Payne, W. T. Grant; Elaine Holder, New York sales promotion, American Metal Specialties.

(L) "A Smiling Trio" (l. to r.): Joseph Urban, Gimbel's, Philadelphia, Herman Kesler; Jules Carmosin, division merchandise manager, Gimbel's, Philadelphia.

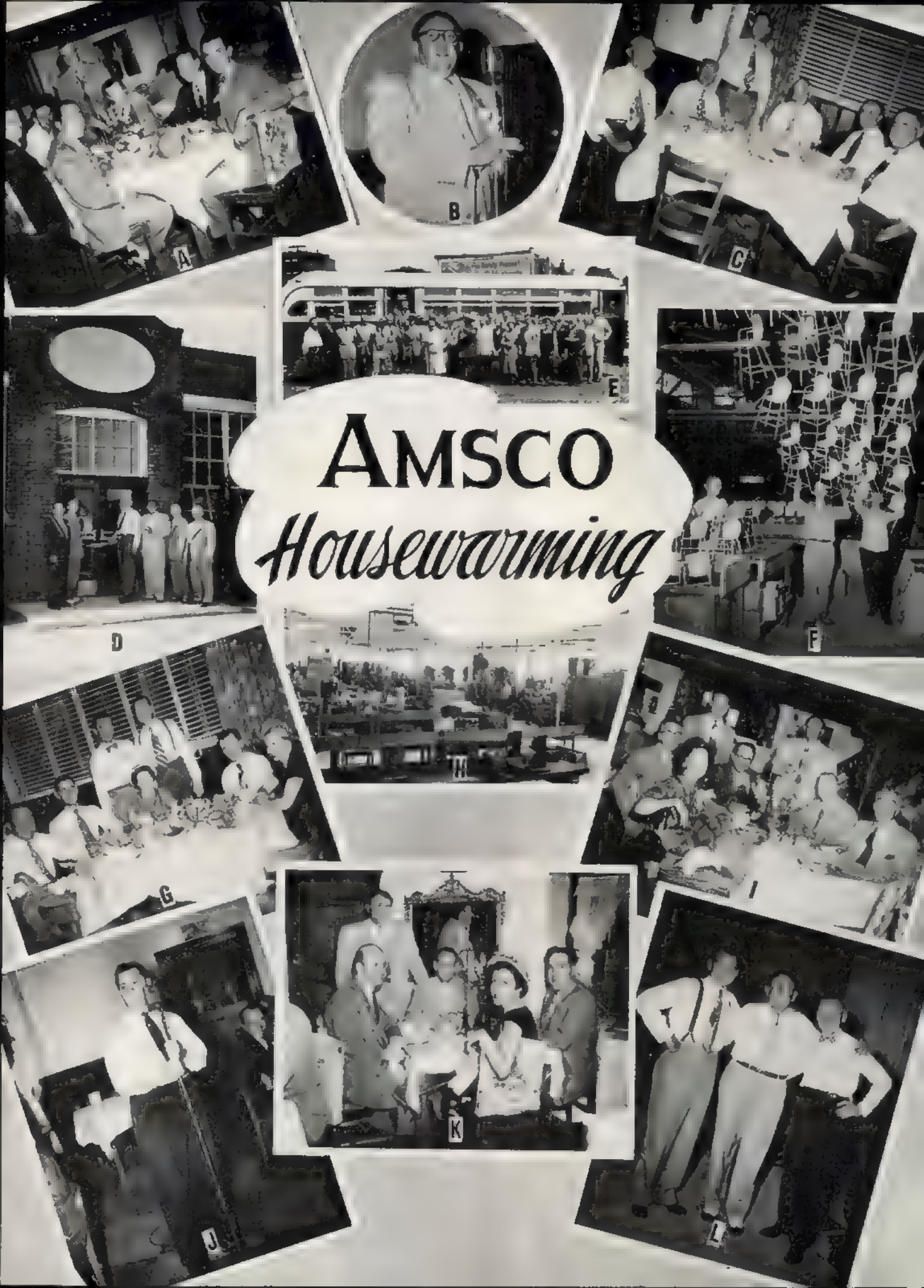
Members of the royal family and high officialdom attending the 1949 British Industries Fair at London, England, look on as Queen Elizabeth purchases a Unique Rodeo Joe mechanical toy for her royal grandson.

### NEW FLUSHING STORE

A new toy and wheel goods shop was opened recently at 185-20 Horace Harding Boulevard, Flushing, New York. Named "Play Pen," it features the finest quality in toys, juvenile furniture, baby carriages, and bicycles.

### NEW BUYER AT SCHUSTER'S

Schuster's, of Milwaukee, Wisc., announces the appointment of Ivan Carlson as buyer of toys, soaps, and kitchen and unpainted furniture, effective August 1st. Mr. Carlson has been associate buyer in these departments for the past three years. He has been with Schuster's since 1931, and prior to his associate buyership served in various merchandising capacities within the store.


A
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AMSCO
Housewarming
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# New Additions to Mercury

A COMPLETE line for '49 is announced by the Kiekhaefer Corporation, manufacturer of Mercury Outboard Motors. A selection of six models, ranging from 3.5 h.p. to 25 h.p. will be available to the Mercury buyer this year.

One striking new addition to the line is the Mercury Super 5, a 5 h.p. alternate twin designed especially to meet the needs of the angler and light boat owner. This new Mercury possesses the same graceful styling characteristics as the rest of the line, and, in addition, features the one-piece slipstream protector rim with sturdy-stand balance fins in the resting position, and handles at the rear for easy carry and starting.

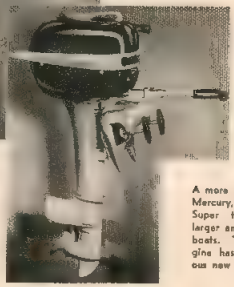
Extreme lightness of weight and the full reverse construction principle are combined in the Super 5. The manufacturer has engineered into a 37 pound package, rugged, long-life construction, smooth, powerful all-speed performance as well as features to meet the sportsman's every requirement.

Operational ease keynotes this new Mercury model. Easy on the hands are its Safety Grip clamp-screws. The wide-spaced clamp bracket and one-piece swivel bracket underwrite motor security. The new Safety-Tilt angle adjustment simplifies transom trimming, and eliminates all possibility of dangerous transom slamming in snag-infested waters.

The fisherman who likes to 'let up and light up,' can rely on the new Mercury co-pilot to keep him on course The power unit, floated in rubber, and vibration-dampened steering handle are easy on the nerves. An aircraft type quick-detach cowling, screw-driver built into the handle, and spark plug spares on the cylinder cover, simplify minor adjustments or spark plug changes.

The Mercury Super 5 is the first light fishing motor ever produced with complete anti-friction bearing construction throughout. Designated by the manufacturer as Full-Jeweled Power, this type of bearing construction will be incorporated in all Mercury models for 1949. Specifically, it consists of anti-friction bearings, applied to crankshaft, crank pins, wrist pins, drive shaft, and propeller shaft. Introduced by Mercury in stock motors, this principle increases range of performance, all around operating efficiency, and lengthens motor life.

The new 5 h.p. Mercury Super 5, an alternate firing twin designed for the fisherman and light runabout owner



A more powerful Mercury, the new Super ten, for larger and faster boats. This engine has numerous new features

Other standard Mercury features are the Magna-pul starter, for quick easy starts, magnetically actuated and durably constructed . . . a fully enclosed waterproofed magneto that continues to operate even when completely submerged . . . waterproofed spark plugs, exclusive with Mercury . . . Micro finish forged alloy steel connecting rods with anti-friction bearings on crank and wrist pin ends . . . spring-loaded co pilot for sure-course automatic steering . . . unit-cast streamlined gear housing, that seals lubricant in, water out . . . vari-timed valves for automatically correct valve timing at all speeds . . . and precision ground and hardened bearing surfaces on drive shaft, crankshaft and propeller shaft for smooth trouble-free operation

One of the most noteworthy features of the line is the newly revised and improved rubber rotor water (*Continued on page* 156)

# THE NEW JOHNSON

# QD GEAR SHIFT OUTBOARD MOTOR

New in design ... new in power ... new in *performance!* The Johnson QD at last gives outboard motoring the finest boat maneuverability of neutral-forward-reverse. It packs the wallop of 10 full horsepower,* yet it is so expertly engineered that it trolls perfectly!

The Mile-Master Fuel Tank with its 5-gallon capacity lets you run for hours without refueling. Its Fuel-Vue dial type fuel gauge tells you the fuel supply. Exclusive flexible primer-cord fuel line plugs into the motor like an electric cord—"click" it's on! Lets you put the Mile-Master anywhere in your boat, as much as 12 feet away.

The Vari-Volume Pump lets you run fast, slow, or at intermediate speeds with the assurance of "positive" cooling. The Idle-Minder automatically limits your motor speed in Reverse and Neutral.

The diaphragm-actuated, rubber-mounted, cast Aluminum Cover, the Calibrated Carburetor, the Lubri-Tite Seals—are other important features—*new* every one!

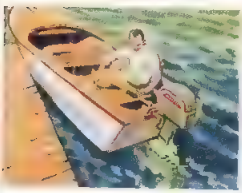
All together, these components of this great motor add up to one big story—*Amazing Performance!* From its flashing acceleration to its whispered walk it delivers *smooth*, DEPENDable power ... and new power *control!*

The new QD is in production. It's ready NOW. See it now at your Johnson Dealer's. Look for his name under "Outboard Motors" in your classified telephone directory.

**SEND FOR FREE HANDY CHART**

Write now for the new 9/10 Sea-Horse Handy Chart. It tells you how the Q.D. and the other Johnson Sea-Horses can be used for trolling, cruising, water-skiing, and what features they possess. Postcard gets it.

JOHNSON MOTORS
2000 Pershing Road, Waukegan, Illinois
*Johnson Motors of Canada, Peterboro, Canada*



Start with sureness and ease in "NEUTRAL." The motor's running—the boat is not. The propeller is free—not "frozen" to the power head.

Shift the control lever to "FORWARD" and you're away! The propeller goes to work. Surging power is translated into flashing action.

## START IN NEUTRAL... SHIFT TO FORWARD OR REVERSE

What power! 10.0 Johnson Sea-Horses. 10.0 OBC Certified Brake h.p. at 4000 r.p.m. Your boat goes! Yet you'll slow down to a DEPENDable troll!

Flip the shift lever to "REVERSE" and you're backing up. It's as easy as that. The Idle-Minder automatically limits your reverse speed.

**5 GREAT JOHNSONS FOR 1949**

| | | |
|---|---|---|
| Model HD | Small Alternate Firing Twin . . . | 2.5 H.P.* |
| Model TD | Medium Alternate Firing Twin | 5.0 H.P.* |
| Model QD | Large Alternate Firing Twin with Gear Shift Control and Mile-Master Fuel Tank | 10.0 H.P.* |
| Model SD | Super Alternate Firing Twin with Mile-Master Fuel Tank | 16.0 H.P.* |
| Model FD | Heavy Duty Opposed Twin | 22.0 H.P.* |

OBC

*Ask about our Liberal Trade-In Plan

JOHNSON
SEA-HORSES
for DEPENDability

# Model Toys LIFE

Life Newspaper Mat

2 cols. x 84 lines

*He deserves only happy Vacation Memories!*

A long year in stuffy classrooms . . . now, vacation. Give your child only happy vacation memories! Reward his schoolwork with Model Toys! Model Toys are exact working copies of giant construction machines . . . toys that guide young minds, hands, and imaginations along constructive lines. Model Toys are quality built . . outlast the average toy 3 to 1! Summer or winter, indoors or out . . . Model Toys are well worth the difference!

Model ROAD GRADER

See the Model Crane, Road Grader, Earth Hauler, Bucket Loader, and Concrete Mixer

Model ROAD GRADER
Overall length 26", weight 10 lbs., 2 oz.

A table-top becomes vast table-lands . . . and a sandbox or beach becomes a construction site to the lucky child with a Model Toy! For Model Toys are exact working copies of giant construction machines . . . toys that guide young minds, hands, and imaginations along constructive lines. They're quality-built . . outlast the average toy 3 to 1! Summer or winter, indoors or out . . . for your child Model Toys are well worth the difference!

Write today for FREE Catalog describing this and the other Model Toys . . . the Model EARTH HAULER, BUCKET LOADER, CONCRETE MIXER and ROAD GRADER

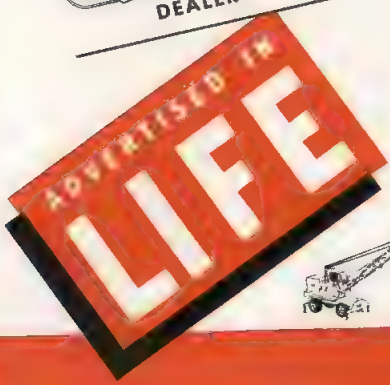
Model TOYS

WM. DOEPKE MFG. CO., INC. · ROSSMOYNE, OHIO

Advertised in Life, June*

Model TOYS

**DEALER'S IMPRINT**




*It's never been done before!* A promotion plan pushing December's big volume of toys . . . *during the slack months!*

Never before have toy merchandisers had a campaign set up to sell toys . . . tied in with seasonal beach and vacation items!

* Reproductions are reduced for convenience

# Vacation Promotion Plan

## Never Before a Toy Promotion Like This!

### WHAT DO YOU GET?

You get a merchandising plan worked out by LIFE magazine—one of America's most powerful sales influences! You get the pull of *sock* advertising in LIFE . . . appealing LIFE Counter Cards, and tested Newspaper Mats—"as advertised in LIFE." You get suggestions for Counter and Window Displays. *All* these Sales Aids booming the sale of *Model* Toys—tied in with your store's regular Vacation Promotion!

### WHAT DO YOU DO?

Gear your regular promotion of vacation items to tie in with Doepke's National Consumer Campaign! Dress your windows to pull LIFE readers into your store. Set up Counter Cards and organize point-of-sale displays. Use the *Model* Toy—LIFE Newspaper Mats. Tie *Model* Toys in with the vacation promotion you'll be doing . . . as window props, as display "theme" items!

### THE RESULTS

Your cash register will be hotter than a two-dollar pistol! You'll have toy sales profits in addition to profits on vacation items!

### *Perfect for Vacation Promotion!*

**NEW DOEPKE *Model* CRANE!**

Here's a toy *packed with action!* The *Model* UNIT CRANE is the *only* toy crane now on the market that's an authentic reproduction. Lifts more weight than any other *comparable toy!*

Gear-operated cab swings in 360° circle! Steerable front wheels and tow bar make for perfect "tracking" when towed by other *Model* Toys! Boom jointed in center. Movable Outriggers with jacks! All action controlled by cranks and gears!

**SUMMER OR WINTER**
**A WINNER**
**INDOORS OR OUT**

***Model* TOYS *NEW* Freight Allowances will save you money!**

**ASK YOUR REPRESENTATIVE!**

**WEST**
Mr. Ken Roberts
Western Merchandise Mart
1355 Market Street
San Francisco 3, Calif.

**EAST**
Mr. Joseph J. Barnett
200 Fifth Avenue
Rooms 559 and 553
New York 10, N. Y.

**MIDWEST**
Mr. Hugh D. Kenney
1443 Merchandise Mart
Chicago, Illinois

**SOUTHWEST**
Forrest & Thigpen
6002 Worth Street
Dallas, Texas

**SOUTH**
Wm. A. Yarborough.
Atlanta Toy Mart, Inc.
84 Tenth St., N. W.
Atlanta, Georgia

***ORDER NOW to Meet the Coming Demand!***

**Model TOYS**

ADVERTISED IN LIFE

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# Gifts for Pleasure All Year 'Round

**1** **Scarlet Morning Glory Dinnerware.** New three-dimensional pattern by Santa Anita of California. Vivid red morning glories entwined with green leaves give dramatic contrast to white body. Modern, rimless plates have mare surface, food can't slide off. Especially attractive with glassware (2) and (3).

Smoke-set Semi-Porcelain, fired extra hard, and triple selected for perfection. Buy extra pieces you want from open stock, below. 16-Pc. Starter Set serves 4. Includes 4 each: cups, saucers, bread-butter plates (5½-in.), and dinner plates (10¼-in.).
86 T 9567 M—Ship. wt. 12 lbs. . . 16 Pcs. 9.95

Scarlet Morning Glory Open Stock

| *State Catalog Number* 86 T 9600T | | |
|---|---|---|
| *State Piece* | Ship. Wt. | Price |
| Tea Cup | 12 oz. | 75c |
| Tea Saucer | 12 oz. | 55c |
| Bread-Butter Plate (5½-in.) | 12 oz. | 59c |
| Salad-Pie Plate (7¼-in.) | 1 lb. 4 oz. | 89c |
| Dinner Plate (10¼-in.) | 2 lbs. 14 oz. | $1.35 |
| Cereal-Soup-Salad Bowl (5¾-in.) | 1 lb. | 95c |
| Sauce Dish | 12 oz. | 89c |
| Covered Sugar | 1 lb. 4 oz. | $1.80 |
| Creamer | 1 lb. | 1.35 |
| Round Platter (12-in.) | 3 lbs. | 2.75 |
| Open Veg. Dish (8¾-in.) | 2 lbs. | 1.75 |
| Salt & Pepper (2½ in. high) | 8 oz. | 1.98 |

**2** **(3)** **Shamrock Glassware** of luxurious dark green and sparkling crystal. Handmade of lead glass—used in finest glassware. Diamond-cut sphere on stem. Blends with Scarlet Morning Glory (1). *State item.*

(2) Tumblers. Ht. about 6 in.; capacity 11 oz.
86 T 9083 L—Ship. wt. 6 lbs. . . 4-Pc. Set 3.79

(3) Sherbets. Ht. about 4 in.; capacity 8 oz.
86 T 9083 L—Ship. wt. 6 lbs. . . 4-Pc. Set 3.79

**4** **Blue Willow Party Set.** Use for buffet serving, rumpus rooms, out-of-doors, etc. Compartmented plates. Hearty mug serves full ration. Individual salad-cereal bowls complete service for smart, practical dining. Of triple selected, Semi-Porcelain. Pattern applied under glaze, can never wash off.
86 T 9609 M—12-Pc. Set. Serves 4. Includes 4 each: grill plates (11½-in.), salad bowls (6½-in.), 12-oz. mugs. Ship. wt. 12 lbs. . 4.95

**5** **Hurricane Lamp. Impressive . . . regal.** Use pair on table for candlelight at dinner or one at each end of buffet. Rich ruby glass shade hand-cut with floral design. Milk glass base is contrasted by polished brass stem and collar — reflected in 6 sparkling prisms. Ht. about 14½ in (No candle.) Wt. 2 lbs. 4 oz.
86 T 8157 L -Each . . . 2.00 or Two for 3.89

**6** **Leaf Fantasy Buffet Set.** A pleasing, simple way to serve afternoon luncheon and late evening snacks. Four leaf-like triple-mounted Semi-Porcelain plates and cups in muted pastels: Beech Coral, Elm Green, Linden Gray, and Maple Yellow. Well in 10½-in. plate holds cup in place, room for cake, sandwiches, etc. Leaf vein forms divider—use creamy ivory as solid. Ship wt. 7 lbs.
86 T 8597 M—8-Pc. Set, Serves 4. . . . . 4.95

**7** **(8)** **Rosenthal Genuine China.** Made in Bavaria. Each piece has translucent beauty and purity that only genuine China has, yet each is extra hard and durable.

(7) **Pompadour Cigarette Set.** A treasure to own. Carved-like oblong box and two round trays are embossed and edged with 23K gold. Rich red rose vines and green leaf sprays over creamy ivory . . . splendid Victorian Pompadour pattern. Covered box (2 pcs.) is 5¼ by 4 by 2 in. high, holds reg. or king size cigarettes. Trays 3¾-in. diam.
86 T 9607 L—Ship. wt. 2 lbs. . . 4-Pc. Set 4.95

(8) **Coaster-Ash Tray Set.** Each piece has soft floral sprays of authentic Alpine flowers on delicate white ground. Perfect for bridge parties as coasters or ash trays. Diam. 3¼ in.
86 T 9608 L—Ship. wt. 1 lb. . . . 4-Pc. Set 2.50

**9** **Copper Silent Butler.** The hostess will empty ash trays into this silent butler and be proud of its rich copper with cadmon edge, and crest on the cover. Smooth wood handle. Diameter 8 in. Height 1⅞ in.
86 T 8108 L—Ship. wt. 2 lbs. . . . . 3.95

**10** **(11)** **New 7-Pc. Cake Sets** in our popular Crab Apple and Ridge Daisy patterns. Use as extra dessert service, for buffet and tea parties. Hand-painted designs, under glaze, can never wear off. Of triple selected Semi-Porcelain. Large plate about 10¼-in. diam.; 6 small plates about 7½-in. diam.

(10) **Crab Apple Cake Set.** Contrasting apple red and leaf green on white ground.
86 T 9612 L—Serves 6. Ship. wt. 7 lbs. . .2.50

(11) **Ridge Daisy Cake Set.** Sunny yellow daisies with green leaves on white ground.
86 T 9613 L—Serves 6. Ship. wt. 7 lbs . 2.50

**12** **Plastic Beverage Set.** For serving mid-afternoon guests, after-school snacks, etc. Eight gay tumblers, 2 each in brilliant red, blue, yellow and green with 8 matching coasters and long, yellow stir-spoons. White enameled wire carrier. Wonderful for next summer's drinks. Tumblers hold 14 oz.
86 T 1368—Ship. wt. 3 lbs. 8 oz. 25-Pc. Set 2.59

**13** **(14)** **Bavarian China.** Genuine, delicate translucent China, handmade with graceful, open-work. Center decoration of Dresden flower sprays. Trimmed with 22K gold

(13) **Two-Tier Tip-Bit Tray.** Two octagonal china plates with solid, polished brass separator and handle. Ideal for canapes, candy, nuts. Plates 9½ in. and 7 in. in diam.
86 T 9610 L—Ship. wt. 3 lbs. . . . . 4.50

(14) **Basket Set.** Two china baskets . . . perfect for Christmas cookies, hor d'oeuvres, etc. Baskets 7½ in. and 5½ in. square
86 T 9611 L—Ship. wt. 2 lbs. 8 oz. . . . Set 3.50

**15** **Bunny Hug Salt and Pepper.** Two yellow china bunnies, one salt, one pepper, fondly embrace each other. Ht. 3½ in.
86 T 8181 L—Ship. wt. 1 lb. 8 oz . . Pair 98c

**16** **Wedding Jar.** As lovely as its tradition. Years ago a bride kept a piece of her wedding cake in a jar such as this. Today they are used for plants, candy, etc

Made of ruby and clear glass. Pressed border design. Use jar covered, or remove cover and use it as bowl—fool of jar fits over cover. Ht. 10⅞ in Ship. wt. 3 lbs. 8 oz.
86 T 8093 L—Each $2.95. . . . . Two for 5.69

**17** **Jam and Butter Dish.** Solid copper plate with cadmon edge, scalloped glass insert. With tiny silver plated spoon.
86 T 8107 L—Diam. 4 in. Wt. 1 lb. 12 oz. 1.95

**18** **Dickens Hurdall Glasses.** Each frosted and hand-painted with a different character from Charles Dicken's immortal tales—Mr. Pickwick, Tiny Tim, The Fat Boy, Oliver Twist, David Copperfield, Mr. Micawber, Fagin and Scrooge. Colors are fired on to stay. Ht. 5¼ in. Capacity 12 oz.
86 T 8053 L—Wt. 4 lbs. 3 oz. . .8-Pc. Set 3.95

**19** **Copper Planter.** A nice gift for the lady who loves house plants. Made of solid copper, polished and treated with a clear film to resist tarnish. Soldered seams prevent leaking. About 15¼ by 6 by 2½ in.
86 T 8298 L—Ship. wt. 2 lbs. . . . . 2.95

**20** **14-Pc. Punch Bowl Set.** For Christmas parties, church brunches, weddings, summer lawn parties . . . this set is just the thing. Set serves 12. Includes 4-qt. punch bowl, 17-in. plate and twelve 4-oz. glasses.
86 W 9236 M—Ship. wt. 27 lbs. . . . . Set 7.95

**21** **Two-Light Candlesticks** of pressed crystal-clear glass. Each scalloped collar has 6 sparkling glass prisms. Ht. about 3½ in.
86 T 8160 L—Ship. wt. 6 lbs. . . . . Pair 3.95

Colors Match Merchandise as Closely as Possible with High-Speed Printing.

# horsman

## snuggle-softee

*The perfect crib companion!*

*Head and hands of Vinylite.*

*Soft . . . cuddly . . . safe . . .*

*Be sure to see her!*

america's newest and most life-like doll

## horsman dolls, inc.

200 fifth avenue — new york 10, n. y.

factory: trenton, new jersey — telephone OR 5-1720

# dolls

# horsman

## cry baby

*Sensational new* **softee** *doll.*
*Lay her down and*
*she cries. Pick her up*
*and she stops crying..*

america's best-known and best-loved doll

## horsman dolls, inc.

200 fifth avenue — new york 10, n. y.

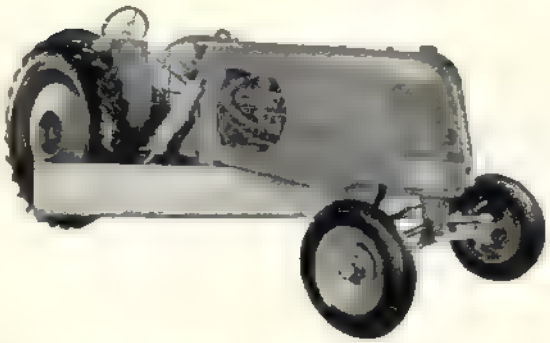
factory: trenton, new jersey — telephone OR 5-1720

# dolls

# HUBER ROAD MACHINERY

## THE HUBER MAINTAINER

**For All Year 'Round Maintenance**



The Huber Maintainer offers many time and money-saving advantages. With the Huber Maintainer a single investment covers all of your maintenance requirements. Auxiliary units, for year 'round maintenance, are designed and built for hard, frequent use. They are controlled hydraulically and are easily installed or removed. The large 32 H.P. engine provides ample reserve power, and gives the Huber Maintainer speeds up to 18 miles per hour. Standard equipment includes a 9 foot blade, lights, starter, and hydraulic controls. Frame strain and blade chatter are eliminated—another merit of Huber straight line power design.

### Bulldozer

For a unit that gets a lot of work done use the Huber Maintainer equipped with a bulldozer blade. The rugged six-foot blade cuts one inch below grade. It can be hydraulically raised 21 inches above ground level.

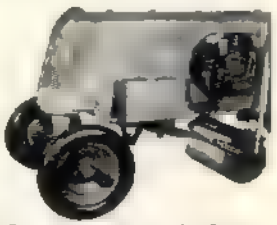
### Lift Loader

The lift loader performs a multitude of tasks — it may be equipped with a 42" material bucket, 60' snow bucket, or a 42 sod fork. Its rugged hydraulic lift action easily handles 1000 pounds to a maximum height of nine feet. For material loading when a shovel is not profitable the Huber Maintainer as a Lift Loader will solve your problem. It's fast, economical, and trouble-free.

### Rotary Broom

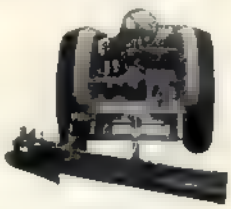
The big 80" broom riding at a 19° angle sweeps clean a 73-inch path. It takes all in its path — revolves at 208 R.P.M. Hydraulic lift control . . . anti-friction bearings . . . rugged suspension assembly makes this attachment easy to operate and long lasting. Equally efficient for street sweeping, snow removal, and airport runway maintenance.

### Patch Roller



A real money-saver on street, highway, and airport maintenance jobs. The Maintainer gets on the job in a hurry — easily keeps up with maintenance crew. Pressures up to 150 pounds per square inch are obtained through operation of hydraulic controls. The heavy duty roll is 16 inches in diameter and 34 inches long.

### Berm Leveler



This Huber attachment makes the maintenance of berm areas along hard surfaced roads an easy task. The blade of the maintainer cuts the berm, depositing material gathered in low spots. The rear wheel of the Maintainer, running along the edge of the pavement compresses this material. The leveler on the back of the machine removes excess material and feathers it out to form an even berm. A road cleaner blade keeps edge of pavement clear.

### Snow Plow

Make your Huber Maintainer serve all year 'round by equipping it as a snow plow. The Huber one way plow has a full size blade riding at a 38° angle to give ample leverage for clearing heavy drifts. It quickly opens a 75-inch lane. The moldboard height of 25 inches at the nose and 40 inches at the discharge end permits greater capacity . . . prevents snow from falling into cleared area.

### V-Type Snow Plow

For rapid clearing of single lanes the V-Type snow plow is needed. It permits faster removal by piling snow on either side of the lane. Moldboard height of 31 inches at nose, 41 inches at discharge end opens a 6 foot lane. The long wearing cutting blades ride at a 35° angle. Instantly responsive hydraulic controls raise or lower the blades.

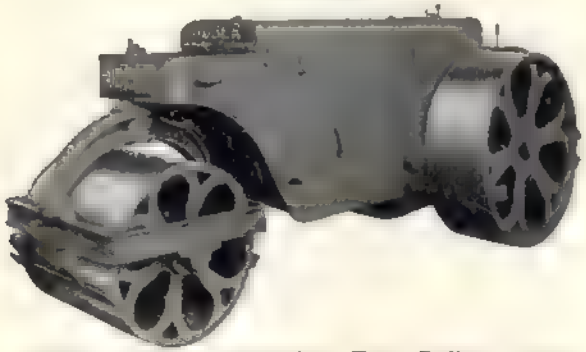
**Choose From Huber's Complete Line—Bulletins Will Be Forwarded Promptly Upon Request.**

49-2-49

# HUBER ROAD MACHINERY

## HEAVY-DUTY 3-WHEEL ROLLERS

**4 to 12 Tons**



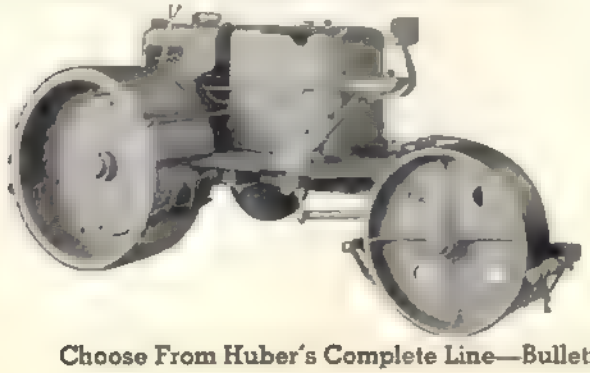
Huber 3-Wheel Automotive Type Rollers represent the latest advancements in roller design . . . built to do your job better and for less. Stresses and strains encountered in actual operations have been carefully studied. Designs and materials used are based on these studies . . . the result being a roller far superior in performance and long life service. Huber Rollers are ready for any job . . . dependably powered with either gas or Diesel engines . . . and easily operated—a factor that means more work done per shift.

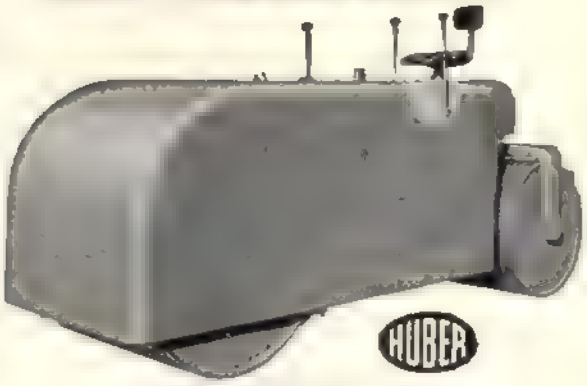
**HUBER 5 AND 6 TON ROLLERS** are a favorite of many contractors whose budget permits only one roller. They are fast . . . easily maneuverable . and adaptable equally well to grade, sub-grade, and pavement compaction. Features include proper weight distribution . . . non-weave front roll mounting . . . easily operated controls . . . and dependability that pays off in longer years of service.

**THE HUBER 8 TON ROLLER** is a real workhorse. It has the weight, power and maneuverability to do any rough grade and sub-grade job. Huber features that mean long years of trouble free service are numerous—sturdy frame construction . . . simplified controls . . . fast smooth clutches . . . and "stay-put" alignment.

**HUBER 10 & 12 TON ROLLERS** are identical in design and construction—the 10 ton being built to 12 tons specifications with the exception of the weights of the rolls. These units have three speeds forward and three reverse, with a high speed for transport purposes and compacting materials which permit high speed rolling.

The finest in engineering design and construction characterizes the Huber Tandem line. Sleek streamlining and balanced weight distribution makes it a standout in the roller field. Hydraulic steering . . .





## TANDEM ROLLERS

**5 Models**
**3 to 14 Tons**

dependable power, gasoline or Diesel . . . antifriction bearings . . . rugged frame construction all mean more service and greater profits for you. And with Huber Tandem Rollers you have a machine readily adaptable to a variety of compacting assignments—the weight easily changed with water ballast.

**THE HUBER 3-4 TON TANDEM** meets the need in the roller field for a small roller that could roll better and smoother, be easier to operate, and provide unlimited visibility on those close jobs. It is practical in a way that no other roller can be—ideal for compacting materials used in secondary roads, streets, air fields, cemetery drives, private drives, etc. Gasoline engine for power . . . two speeds forward and reverse. A machine that "pays off" on more jobs!

**THE HUBER 5-8 TON AND 8-10 TON TANDEM** with FLUID COUPLING gives rolling at its best plus longer roller life. Fluid coupling eliminates the direct mechanical connection between the engine and final drive—prevents engine overloading . . . eliminates sudden mechanical shock in reversing thus reducing the tendency to "scuff up" the road bed . . . keeps rolling shocks from reaching the engine . . . permits engine to deliver full torque at any speed. This versatile machine is a money-maker on any rolling job.

**THE HUBER 8-12 TON TANDEM** is a fleet in one machine—variable weights to do many compacting jobs being available from 8 to 12 tons. Throughout, this machine reflects the craftsmanship of Huber design and production men. It's built big all the way through to give you a rugged machine capable of handling your toughest rolling problem. This model also available in the 10-14 ton size

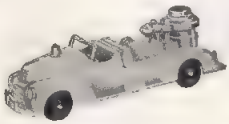
## HUBER TRENCH ROLLER

The Huber Trench Roller, latest in the Huber line of road construction and maintenance machinery, is a time and money saver on road widening, relocation, repair, and other new construction work. The per lineal inch compression equals that of a ten ton roller. A hydraulic jack permits raising and lowering the outboard wheel to level the machine when working in any trench up to 13 inches deep. A four-cylinder, air-cooled engine with two-speed transmission furnishes power. Equipment includes a service and parking brake, sprinkling tank with mats on trench rolls. Either 16-inch or 20-inch compression roll available.

**Choose From Huber's Complete Line—Bulletins Will Be Forwarded Promptly Upon Request.**

49 1-49

No. 478 Bell Telephone Truck. Length of Truck 10½". Olive Green. Equipped with digging tools, red trailer and telephone pole.



No. 464 Fire Engine. Length 7½". Red with nickel trim.

No. 476 Dump Truck. Length 9½". Green Chassis . . . Red Dump.

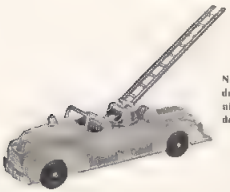
**DIE-CAST**

# HERE ARE THE NEW

# Hubley

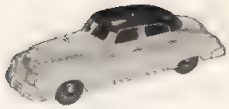
# KIDDIE TOYS

No. 477 Cement Mixer Length 10". Red Chassis . . Green Body Revolving aluminum mixer.



No. 463 Hook and Ladder Length 7½". Red with nickel trim Revolving ladder turret Plastic ladder

No. 465 Convertible Length 7". Assorted colors Nickel trim. "Top flips open or shut with a flick of a finger."



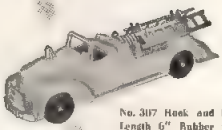
No. 305 Fire Chief Car. Length 6". Rubber wheels Red with aluminum trim.

PLASTIC

HERE they are . . . DIE-CAST and PLASTIC! Hubley now makes them BOTH! Six brand new models of the die-cast line are shown on the opposite page. Four of the new, low-cost plastic designs are pictured on this page. Every one a realistic, authentic reproduction of the real thing...kiddie Toys that kiddies prefer.

The new Hubley plastics were a sensation at the Toy Show . . . they'll be even more of a hit with youngsters (and grownups too) in your store.

Write for complete information and prices on both Hubley Die-Cast and Plastic toys today.



No. 317 Hook and Ladder Length 6" Rubber wheels. Red with two steel ladders.

The Hubley Manufacturing Company

LANCASTER PENNSYLVANIA

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Room 324, 200 Fifth Avenue, New York City

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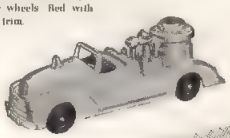
E. A. KAHN
155 S. Alta Vista St
Los Angeles, Calif.

Export Sales Agent: GUITERMAN CO., INC., 35 S. William St., N. Y. C.

No. 306 Fire Engine. Length 6". Rubber wheels Red with aluminum trim



No. 308 Taxicab. Length 6". Rubber wheels. Assorted colors

# LIONEL

*Again in 1949*

## It's LIONEL

# TRAINS

## for 1949

PRESENTING THE MOST SENSATIONAL LINE IN ALL OUR HISTORY!

★ New G. M. Twin Motor Diesels!
★ New G. M. Diesel Switchers!
★ New Operating Cars!
★ New Operating Accessories!
★ New Rolling Stock!
★ New Popular Priced "Scout" Sets!

**THE LIONEL CORPORATION**

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# LULL INDUSTRIAL PRODUCTS

## The LULL *HI-LIFT* SHOVELOADER

### MODELS 4-BHL and 4-CHL

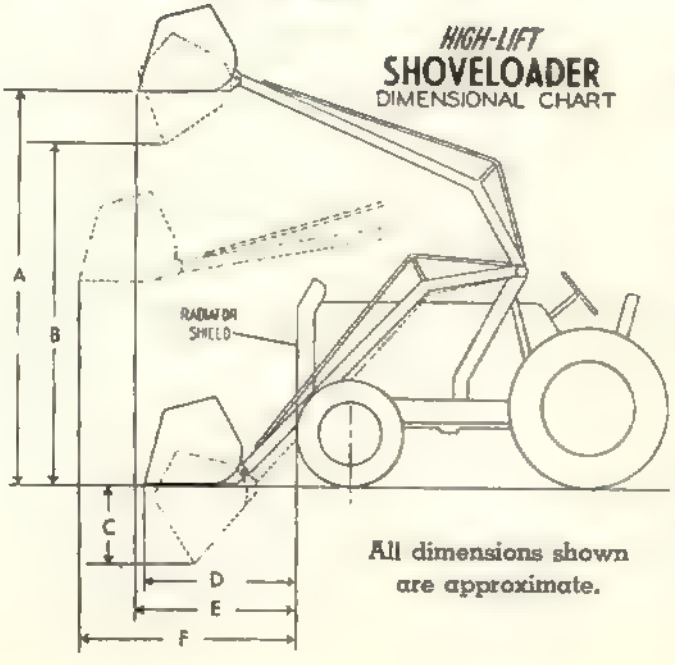
### EXTRA LIFTING HEIGHT FOR FASTER MATERIAL HANDLING

Although originally designed for high-speed coal handling, the popularity of the Lull High-Lift Shoveloader has warranted its wide acceptance in other fields where its extra high-lift is very desirable.

With an excessive dumping clearance and ample forward reach, the High-Lift Shoveloader is daily proving itself an indispensable aid in many material handling operations. The high-lift feature of this unit enables it to dump past the center of the highest gondola and the largest truck bodies.

The Model 4-BHL has a 2 cu. yard bucket capacity and a lifting capacity of 4000 pounds. With the crane attachment replacing the bucket the Model 4-BHL has a lifting height of 14'-4". The Model 4-CHL has a 2½ cu. yard bucket capacity and a lifting capacity of 6000 pounds. The Model 4-CHL has a lifting height of 17'-2" with the crane attachment.

*HIGH-LIFT*
**SHOVELOADER**
DIMENSIONAL CHART




All dimensions shown are approximate.

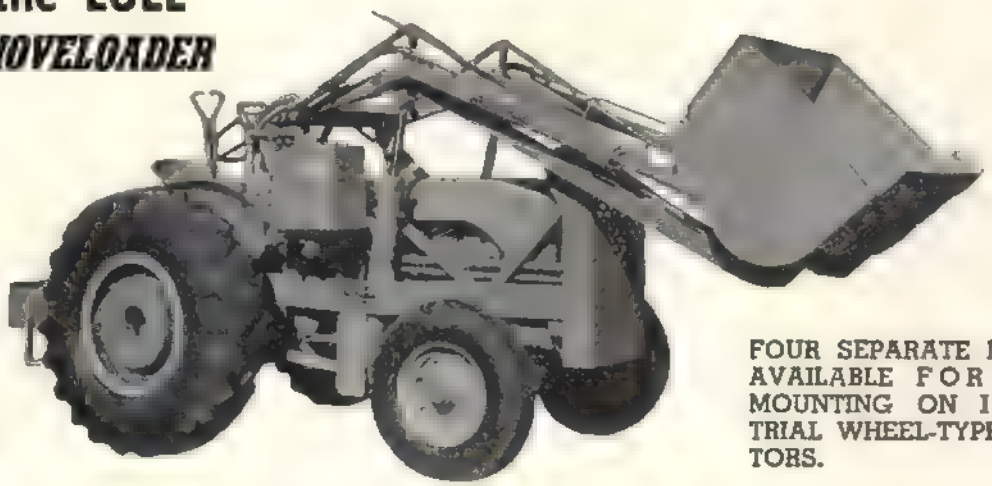
The High-Lift models are full power hydraulic and all hydraulic cylinders are equipped with Lifetime pistons and rings.

| Dimension | Model 4-BHL | Model 4-CHL |
|---|---|---|
| A | 13'-10" | 16'-8" |
| B | 12'- 6" | 15'-5" |
| C | 27" | 29" |
| D | 55½" | 59½" |
| E | 52½" | 56½" |
| F | 96" | 100½" |

740-3-49

# LULL INDUSTRIAL PRODUCTS

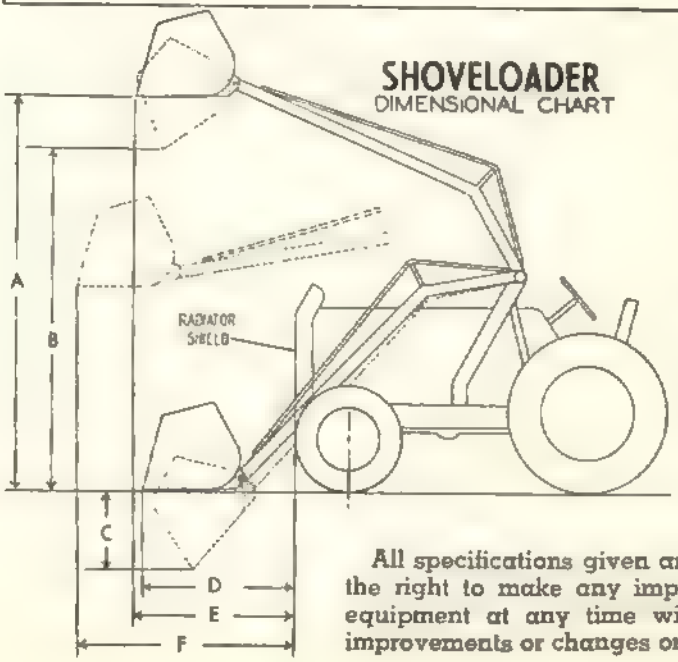
## the LULL SHOVELOADER



FOUR SEPARATE MODELS AVAILABLE FOR EASY MOUNTING ON INDUSTRIAL WHEEL-TYPE TRACTORS.

### SPECIFICATIONS

| | Model 3-A | Model 4-A | Model 4-B | Model 4-C |
|---|---|---|---|---|
| Lifting Capacity in Pounds (Maximum) | 1800 | 2500 | 4000 | 6000 |
| Lifting Height (Bucket Bottom Horizontal) | 9'-0" | 9'-11" | 9'-11" | 11'-0" |
| Dumping Height (Clearance with Bucket Dumped) | 7'-6" | 8'-6" | 8'-6" | 9'-6" |
| Speed of Lift in Seconds (Depends on Engine Speed) | 6 | 9 | 10 | 11 |
| Forward Reach Ahead of Radiator Shield | 4'-8½" | 5'-6" | 5'-9" | 6'-0" |
| Shipping Weight of Loader in Pounds (Approximate) | 1550 | 2900 | 3400 | 4400 |
| Material Bucket Size in Cubic Yards | ⅜ | ½ | ⅝ | 1 |
| Material Bucket Width | 36" | 48" | 48" | 60" |
| Alternate Material Bucket Size in Cubic Yards | None | None | ¾ | ¾ |
| Alternate Material Bucket Width | | | 48" | 48" |
| Combination Coal and Snow Bucket Size in Cubic Yards | None | 1-1½ | 1½-2 | 2-2½ |
| Combination Coal and Snow Bucket Width | | 74" | 79" | 85" |
| Bulldozer Dimensions | None | 19x72" | 22x78" | 25x84" |




### SHOVELOADER DIMENSIONAL CHART

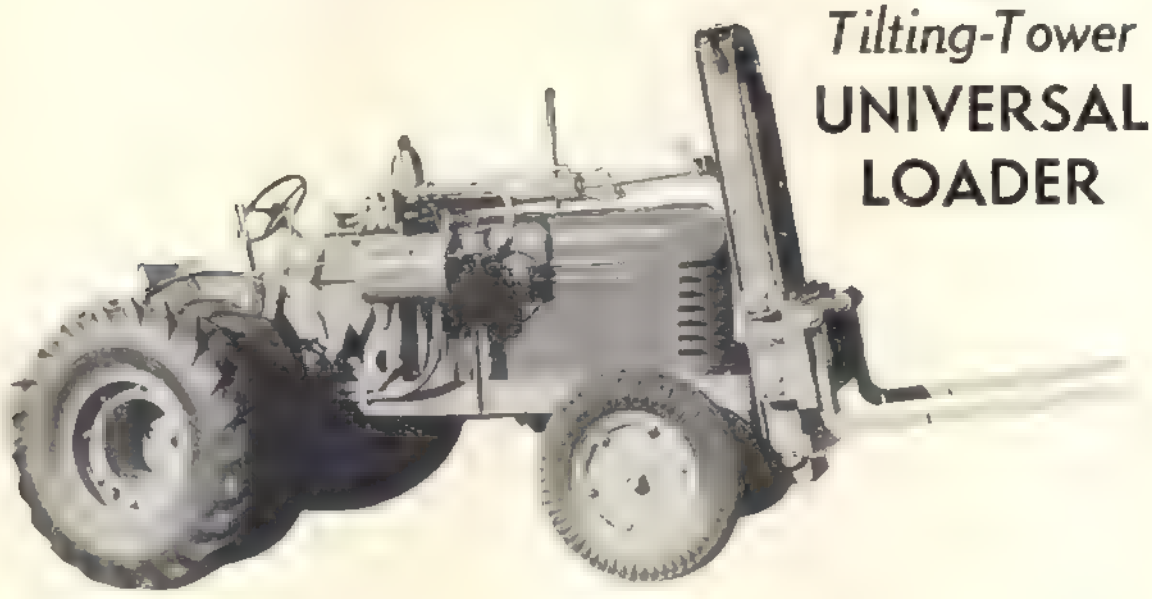
| Dimension | SHOVELOADER MODEL 3-A | 4-A | 4-B | 4-C |
|---|---|---|---|---|
| A | 9'-0" | 9'-11" | 9'-11" | 11'-0" |
| B | 7'-6" | 8'-6" | 8'-6" | 9'-6" |
| C | 15" | 23" | 24½" | 26" |
| D | 38" | 49" | 50" | 51" |
| E | 37" | 50" | 52" | 54" |
| F | 56½" | 66" | 69" | 72" |

All specifications given are approximate. The Lull Mfg. Co. reserves the right to make any improvements or changes in the design of its equipment at any time without incurring obligation to install such improvements or changes on its equipment previously sold.

740-1-49

# LULL INDUSTRIAL PRODUCTS

## the *Tilting-Tower* UNIVERSAL LOADER



The LULL Tilting-Tower Universal loader is widely accepted by industrial users and municipalities as the ideal tractor attachment for their specific uses. Eight quickly interchangeable loader attachments can be furnished which makes the unit extremely versatile for industrial uses. These attachments include Material Buckets, Coal and Snow Buckets, Bulldozers, Angle-Dozers, Lifting Cranes, Lifting Forks, Lifting Platforms, and Rotary Brooms.

The telescopic tower tilts forward 20 degrees for speedy unloading and to the rear 9 degrees for stability in transporting the load.

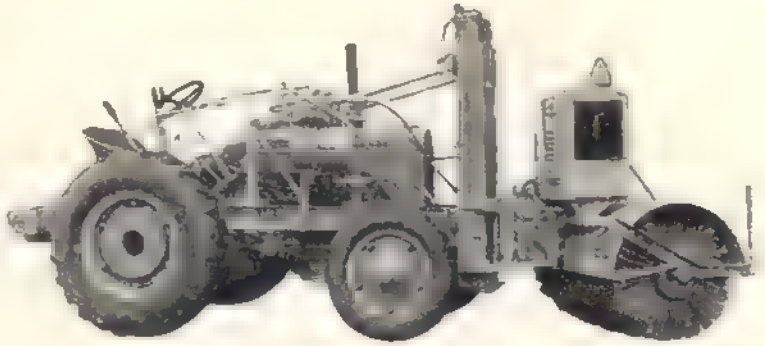
The Tilting-Tower Universal is built in 3 separate sizes—each with a different lifting capacity. Every model and size permits cab installation.

| | Loader Model 0-DTS | 2-DTS | 3-DTS |
|---|---|---|---|
| Lifting Capacity (maximum pounds) | 2500 | 4000 | 6000 |
| Lifting Height (inches) | 94 | 94 | 100 |
| Height of Loader in lowered position (inches) | 82 | 83 | 93 |
| Height of loader in raised position (inches) | 129 | 130 | 143 |
| Degree of forward tilt | 20 | 20 | 20 |
| Degree of rearward tilt | 9 | 9 | 9 |
| Number of Hoisting Cylinders per loader | 1 | 1 | 1 |
| Number of Tilting Cylinders per loader | 2 | 2 | 2 |

Note: Lull Loaders can be built to 25-foot lifting heights. All loaders which are built higher than 2 feet extra above standard are equipped with two Hoisting Cylinders instead of one.

Write for full information regarding extra-high lift loaders.

The independently powered Street Sweeper or Rotary Broom attachment is available for all Lull Universal loaders. Driven under its own power, this attachment can be set at any desired working angle.



740-4-49

# LULL INDUSTRIAL PRODUCTS

## SHOVELOADER ATTACHMENTS GIVE VERSATILITY ON ALL KINDS OF JOBS

The LULL Shoveloader is full power hydraulic and incorporates every advancement and improvement derived from years of practical experience in the production of wheel tractor front-end loading equipment.

Wherever there's digging, loading, lifting, carrying, scraping, and bulldozing to be done—you'll find the Shoveloader performing with speed and efficiency resulting in enormous savings of time and man-power. Every day of the year, the Shoveloader proves itself an all-around profit-making unit for contractors, highway departments, industries, airports, yards and docks, loggers, foundries, and a host of others.

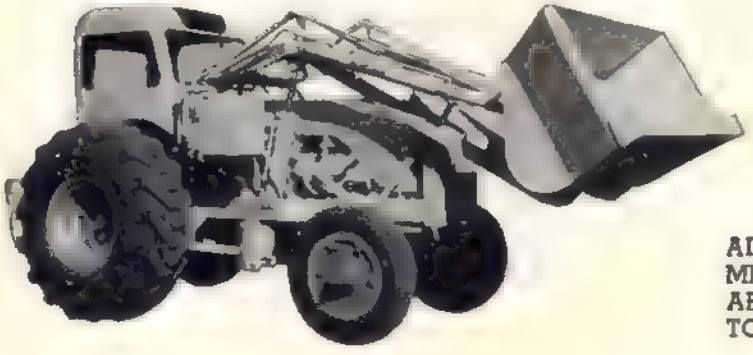
Shoveloader operation is simple and requires very little effort to acquire operating skill. Two conveniently located levers control every motion of the unit. Any person who can operate a tractor can learn to efficiently use the Shoveloader in a short time.

Four separate models of the LULL Shoveloader are available and each with a different lifting capacity. LULL does not change models by merely changing bucket sizes. There's a definite model for each size of the leading makes of industrial wheel-type tractors.

Note the many specially designed, quickly-interchangeable loader attachments that are available which greatly increase the usefulness of the Shoveloaders. Among these are Material Buckets, Combination Coal and Snow Buckets, Concrete Buckets, Log Lifting Forks, Cranes, Bulldozers, and Independently powered Sweepers.

Whatever your particular material handling problem might be, there's a LULL Shoveloader model with an attachment available for the job. Whether digging in hard material, removing snow, charging concrete mixers, backfilling, lifting and carrying heavy materials or any of 1001 jobs, you'll find the Shoveloader universally accepted as the outstanding unit of its kind.

MODEL 4-C SHOVELOADER WITH 2-2½ CU. YD. COMB. COAL AND SNOW BUCKET



ALL SHOVELOADER MODELS PERMIT CAB INSTALLATION AND ALL ARE EQUIPPED WITH LIFETIME PISTON RINGS IN ALL CYLINDERS.

740-2-49

Always in the spotlight...
NOMA is Light
EACH LAMP BURNS INDEPENDENTLY
NOMA
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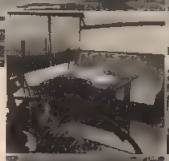
# OWENS FLAGSHIPS

## FIRST CHOICE AGAIN

SEDAN CRUISERS • EXPRESS

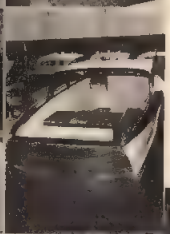


### *OWENS* CRUISERS

**Owens 42 Flying Bridge Flagship** of [illegible] cabins sleeps [illegible] **complete galley** and **dinette** seatingly round bar [illegible] **large comfortable** [illegible] operates at 20 mph with 100 hp priced from $16,680.* Without Flying Bridge from $15,780.*

### *OWENS* 33 CRUISERS

**Owens 33 Deluxe Sedan** is [illegible] proud to family [illegible] two-cabin luxury **large convertible** lounge [illegible] **forward cabin** [illegible] **sea-kindly** [illegible] single [illegible] priced from $8975.*



### *OWENS* 27 CRUISERS

**Owens 27 Sedan Cruiser** [illegible] one **cabin** that **sleeps 4** with **complete** galley or **sea-worthy** Duraform hull **deep, protected, roomy** cockpit [illegible] **toilet** and **washroom** in forepeak [illegible] speeds at **20 mph.** with 100 hp. from $4790.*

### *OWENS* 26 EXPRESS

**Owens 26 Express Cruiser** [illegible] sleeps two [illegible] cockpit [illegible] complete **galley** Duraform [illegible] with **deep** [illegible] **high** cruiser in forepeak [illegible] speeds at 20 mph with 100 hp [illegible] from $4180.* Owens 26 Sedan Cruiser from $4480.*

# Many New Advantages for '49

More advantages than ever before are found in the **new Owens Flagships for 1949.** This progress is shown in all phases of Flagship design, construction and appointments—improved hull designs and huskier scantlings for **more sea-ability,** better use of space and more added conveniences, for **more livability,** new super structure lines and more refined finishing for **better styling.** Owens designers have made the Flagships the **safest boats** afloat. To cite just a few of these features—on the **Owens 42 Flagships Monel** tanks and **Monel** shafting . . . more **comfortable** beds . . improved **ventilation . . seacocks** on all underwater intakes on the **Owens 33 Flagships . . larger** lounge . . **opening** windshield . . **mahogany** cabin sides . . **lounge ceiling** of varnished mahogany

**real** day and night visibility . . . **bow light** in proper position to provide adequate light for docking, on the **Owens 26 Flagships . . deep** "V" **high** chine and **deep** keel for improved **sea-ability** and better **maneuverability** . . better usage of **larger cockpit space** . . underdeck air channel . . **greater range** of models. And on **all Owens Flagships**—lower noise level due to **rubber-mounted rudder port, better insulation . . anodized** solid aluminum fittings and trim . . **transom** rub strake . . **stainless steel** screens . . **spring-loaded** stuffing box . . **fungicide impregnated** canvas top for long life. These on Owens Flagships for 1949 mean **greater value** than ever before. See for yourself at the annual boat shows or in the show rooms of your friendly Owens dealer

## CRUISERS • FISHERMEN • UTILITIES

### OWENS FISHERMEN

**Owens 42 Flying Bridge Fisherman** (above) provides **large level** cockpit with **plenty of space** for fishing gear . . **sleeps 5** . . **large convertible** lounge . . priced from $16,460* Other Fishermen—**Owens 33** from $7690.* **Owens 26** from $3580.*

### OWENS EXPRESS CRUISERS

**Owens 33 Express Cruiser** provides a **large protected** cockpit (right) for large parties . . , **forward cabin** sleeps two . . . **large galley . seakindly** round bottom hull . . from $7490.* Other models—**Owens 42** (upper right) . . . $16,680.* **Owens 26** $4180.*

### OWENS UTILITIES

The Owens 26 Utility (above) gives **run-about performance** with **cruiser safety, large deep protected** cockpits for large parties at sea (left), custom models with **toilet** in fore-peak, powered by 45 or 100 hp., speeds up to 22 mph. . . from $2680.*

### OWENS ON DISPLAY

See the **new 1949 Owens Flagships** at the **National Motor Boat** Show or at your **local** boat Shows or consult your friendly **Owens dealer** for complete data on the new **Owens Flagships.**

*Prices and specifications subject to change without notice. Prices afloat at Baltimore or our factory

**OWENS**

**FLAGSHIPS**

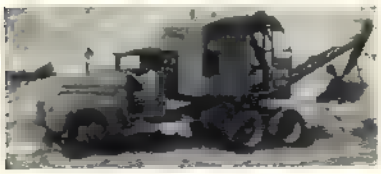
**YACHT COMPANY**

**STANSBURY RD.**

**BALTIMORE 22, MD.**

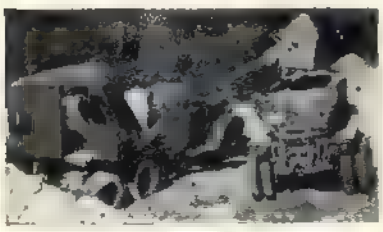
# THE SCHIELD 1/3 YARD BANTAM

DRAGLINE WITH BOX BOOM



TRENCH HOE

CLAMSHELL



SHOVEL

TRENCHING WITH "MOLES PAW"

## TRUCK MOUNTED POWER SHOVEL—TRENCH HOE CLAM — DRAGLINE — CRANE — PILEDRIVER

The Schield ⅓ Yard BANTAM is a versatile, truck-mounted unit designed for a wide variety of digging, lifting, and loading operations. Weighing approximately four tons, it mounts on any 1½-ton truck, 6x4, 6x6 or half tracks, depending upon the types of jobs for which it is to be used.

Travels the highway at normal truck speeds, drives right up to the job and digs in.

PILEDRIVER

The BANTAM piles up yardage with smooth, FAST CYCLE operation. All major assemblies roll on ball bearings for ease in handling and long service life.

Easily interchanged booms and buckets make the BANTAM 6 profit-makers in one machine. Changing from power shovel to trench hoe, dragline, clam, crane, or pile driver is a matter of minutes.

Interchangeable split-type laggings on hoist drums allow proper line speeds and assure high performance on all operations. The BANTAM is ideal for stock piling, loading dirt, gravel, and agricultural limestone, for excavation, ditching and backfill in close quarters.

A money-maker for both large and small contractors—a time and labor saver for city and town street and sanitary departments, and public utilities—the BANTAM is the perfect companion to heavy equipment.

**Write for Literature and Detailed Information**

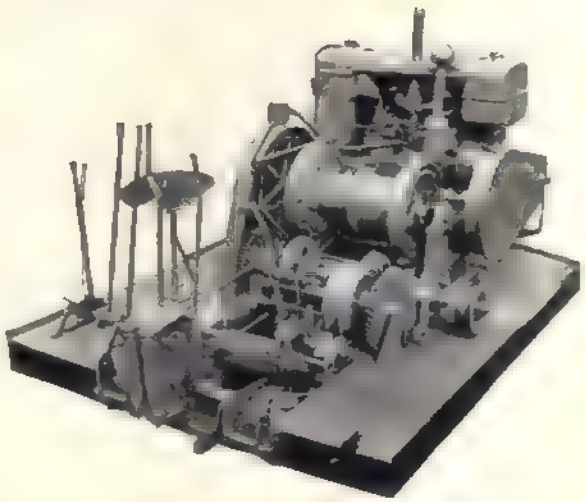
509-1-48

# THE SCHIELD 1/3 YARD BANTAM

## The Heart of the Bantam — "The Simplest Machine Made"

Outstanding design features that mean longer service life, easier handling—more profits to owners.

- All major assemblies roll on ball bearings.
- Hook roller designed—no strain on center pin.
- High strength alloy construction.
- Perfect balance for truck mounting.
- Full circle design.
- Simplified lubrication.
- Mechanical snap-in clutches.
- Maximum comfort for operator.



### ATTACHMENTS

Dragline bucket showing detachable manganese teeth. The "high reinforced arch" is designed to reel out and give quick digging action with ample room for the fullest load to pass in and out.

Trench hoe bucket showing rugged manganese detachable teeth. Designed for hard digging. Made in three sizes. Skeleton type (standard). Solid type also available.

"Moles Paw" frame showing blade ready to attach. Width of ditch is regulated by width of interchangeable blades. This patented "Moles Paw" specializes in tough going and is a marvel for speed in wet, sticky soil and among rocks.

Clam bucket. This easy to operate bucket is ideal for re-handling material. Simple, rugged, it can be supplied with teeth for digging.

Standard shovel bucket. Rugged construction for pit, stockpile and excavation work. Easy and fast operation. Detachable manganese steel teeth. Angle bucket face speeds filling and reduces spillage.

### GENERAL SPECIFICATIONS

#### The Schield Bantam 1/3-Yard Machine

**Power Unit:** LeRoi D-140 or International U-4 gasoline power, air cleaner, oil filter, battery, generator, starter, master clutch.

**Clutches:**
Drum Clutches—15" diameter x 2½" wide, mechanical internal expanding, snap-in type.
Swing Clutch—10" diameter x 2½" wide internal expanding type.

**Brakes:** External contracting type.
Drum Brakes—18" diameter x 2½" wide.
Boom Hoist Brakes—13" diameter x 2½" wide.
House Brake—12" diameter x 1½" wide.

**Turntable Base:** One-piece special cast alloy steel. External cut tooth bull gear, bolted to turntable base.

**Turntable Rollers:** Four 6" diameter x 2" wide, solid steel, hardened face, bronze bushed for 2¼" pin.

**Hook Rollers:** Three. Machined from solid steel. Bronze bushed. Adjustable.

**Swing Speed:** Six revolutions per minute.

**Tail Swing:** 6 ft. 8 in.

**Cab Height:** From top of truck frame—6'-8".

**Crane Boom:** Welded, lattice angle steel construction, with butt joint in center, facilitating additional sections. Standard length—25 ft. Maximum recommended length—50 ft.

**Mounting:** Any standard 1½-ton truck, 6x4, 6x6 or half-track.

**Weight:** Complete as ⅓-yard shovel with power, less truck — approximately 4 tons.

**Capacity:** As dragline or shovel under normal conditions—50 to 60 yards per hour. Trench hoe digs 100 feet of 5-foot ditch per hour.

#### DRAGLINE

| | |
|---|---|
| Boom length | 25 ft. |
| Dragline speed | 150 ft. per min. |
| Hoist speed | 180 ft. per min. |

#### SHOVEL

| | |
|---|---|
| Boom length | 14 ft. |
| Dipperstick length | 10 ft. |
| Dumping height | 10'-6" |
| Dumping radius | 15'-0" |
| Cutting depth | 4'-0" |
| Digging radius | 18'-0" |

Automatic cable crowd.

#### TRENCH HOE

| | |
|---|---|
| Boom length | 14 ft. |
| Hoe stick | 6 ft. |
| Dumping height, starting | 8'8" |
| Maximum digging radius | 22'10" |
| Maximum depth of cut from ground level | 18'0" |

Buckets—solid or skeleton type in 20", 25" or 30" widths.
Special 12-ft. boom and 5-ft. stick available.
"Moles Paw" for sticky material, in 12", 16", 20" or 24" widths.
Backfill blade in 48" width.

#### CRANE CAPACITY

Radius Figured from Center Pin to Hook

| Radius | Load Over End, Lbs. | Load Over Side, Lbs. |
|---|---|---|
| 12½ ft. | 4000 | 3000 |
| 15 ft. | 3330 | 2500 |
| 17½ ft. | 2760 | 1940 |
| 20 ft. | 2200 | 1400 |

509-2-43

Freight, Second Class

## IRON BENCH PLANES

Adjustable

STANLEY "BAILEY"
Smooth Bottom

Polished surfaces—finished with clear lacquer. Crucible steel cutter. Rosewood handle and knob.

| Planes, Nos. | Type | Lgth. In. | Cut, In | Wt. Lbs. | Each |
|---|---|---|---|---|---|
| A84-3 | Smooth | 8 | 1⅝ | 3½ | $ 8.80 |
| A84-4 | Smooth | 9 | 2 | 3¾ | 9.20 |
| A84-4½ | Smooth | 10 | 2⅜ | 5 | 11.20 |
| A84-5¼ | Jack | 11½ | 1¾ | 3¾ | 9.60 |
| A84-5 | Jack | 14 | 2 | 6 | 10.00 |
| A84-5½ | Jack | 15 | 2⅜ | 6 | 14.00 |
| A84-6 | Fore | 18 | 2⅜ | 7 | 14.70 |
| A84-7 | Jointer | 22 | 2⅜ | 8 | 17.90 |

STANLEY "BAILEY"
Corrugated Bottom

| Planes, Nos. | Type | Lgth. In. | Cut, In. | Wt Lbs. | Each |
|---|---|---|---|---|---|
| A84-3C | Smooth | 8 | 1⅝ | 3½ | $ 9.10 |
| A84-4C | Smooth | 9 | 2 | 3¾ | 9.50 |
| A84-5C | Jack | 14 | 2 | 4¾ | 10.30 |
| A84-6C | Fore | 18 | 2⅜ | 6⅞ | 15.10 |
| A84-7C | Jointer | 22 | 2⅜ | 7¾ | 18.30 |

NORTHERN KING

Polished lever cap. Crucible steel cutter. Hardwood handle and knob—cherry stained.

| Planes, Nos. | Type | Lgth. In. | Cut, In | Wt Lbs. | Each |
|---|---|---|---|---|---|
| A84-3NK | Smooth | 8 | 1⅝ | 3 | $4.00 |
| A84-4NK | Smooth | 9 | 2 | 4 | 4.30 |
| A84-5NK | Jack | 14 | 2 | 2 | 5.35 |

DEFIANCE

Tempered steel cutter. Ground sides and bottom. Japanned finish. Red hardwood handle and knob.

| Planes, Nos | Type | Lgth. In. | Cut, In. | Wt. Lbs. | Each |
|---|---|---|---|---|---|
| A84-1243 | Smooth | 8 | 1⅝ | 2⅝ | $3.35 |
| A84-1244 | Smooth | 9 | 2 | 2½ | 3.50 |
| A84-1245 | Jack | 14 | 2 | 2⅝ | 3.90 |

## ROUGHING OR SCRUB PLANES

STANLEY—NON-ADJUSTABLE

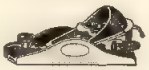
Quickly and easily planes boards down to rough dimensions. Heavy, narrow rounded cutter. Japanned finish. Hardwood handle and knob. Each

No. A84-40—Planes; 9½-inch length; 1¼-in. cut; wt. 2½ lbs. .....$6.00

All Above, One in Box

## IRON BLOCK PLANES

Adjustable



STANLEY "BAILEY"
Throat—Endwise—Sidewise Adjustments

Cutter rests on seat at 20-degree angle. Fine-coarse throat adjustment. Japanned trimmings. "Handy" grip.

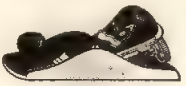
Each

No. A84-9½—Planes; 6-inch length; 1⅝-inch cut; wt. 1½ lbs. .....$5.10

STANLEY
Throat—Endwise Adjustments

Cutter rests on seat at 12-degree angle. Bottom, sides milled and ground. Japanned trimmings. "Handy" grip.

| Planes, Nos. | Lgth In | Cut, In. | Wt., Lbs | Each |
|---|---|---|---|---|
| A84-60½ | 6 | 1⅜ | 1½ | $5.10 |
| A84-65½ | 7 | 1⅜ | 1⅝ | 5.40 |



STANLEY
Endwise Adjustment—Screw

Bottom and sides milled and ground. Japanned trimmings Rosewood knob.

| Planes, Nos. | Lgth. In. | Cut, In. | Wt., Lbs | Each |
|---|---|---|---|---|
| A84-220 | 7 | 1⅝ | 1¼ | $3 60 |

NORTHERN KING

| | | | | |
|---|---|---|---|---|
| A84-220NK | 7 | 1⅝ | 1¼ | 1.70 |

STANLEY
Endwise Adjustment—Lever

Bottom and sides milled and ground. Japanned trimmings, Rosewood knob

Each

No. A84-120—Planes; 7-inch length; 1⅝-inch cut; wt. 1⅝ lbs . ... ..... .. .. $2.95

## STEEL BLOCK PLANES

STANLEY—MANUAL TRAINING
Cutter Adjustment—Screw

Cutter rests on seat at 12-degree angle. Non-adjustable throat. "Handy" grip. Brass knob. Japanned finish. Nickel plated thumb rest, thumb screw, stud and adjusting screw. Practically unbreakable, has few adjustments and fits the boy's hand comfortably.

Each

No. A84-118—Planes; 6-inch length; 1⅝-inch cutter; wt. 1¼ lbs. .....$5.35

All Above, One in Box

## IRON BLOCK PLANES

Non Adjustable

STANLEY—WITH KNOB

Milled bottom—ground sides and bottom. Polished, nickel-plated lever cap. Rosewood knob.

| Planes, Nos. | Lgth In. | Cut, In. | Wt., Lbs. | Each |
|---|---|---|---|---|
| A84-110 | 7 | 1⅝ | 1⅝ | $3.10 |

One in Box

NORTHERN KING

| | | | | |
|---|---|---|---|---|
| A84-110NK | 7 | 1⅝ | 1⅝ | 1.40 |

One in Box

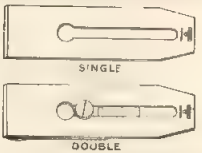
STANLEY—WITHOUT KNOB

Bottom milled and ground Sides and trimmings japanned. Each

No. A84-102—Planes; 5½-inch length; 1⅜-inch cut; wt. ⅞ lbs. .....$2.00

One in Box

## BENCH PLANE IRONS



SINGLE

DOUBLE

FOR STANLEY "BAILEY" IRON PLANES

| No. A84-Y1—Plane Irons—Single | | | |
|---|---|---|---|
| Cut, In. | 1⅝ | 2 | 2⅜ |
| Each .....$1.20 | | 1.35 | 1.75 |
| **No. A84-Y2—Plane Irons—Double** | | | |
| Cut, In. | 2 | 2⅜ | 2⅝ |
| Each .....$1.90 | | 2.35 | 2.40 |

Open Stock

## BLOCK PLANE IRONS

FOR STANLEY AND BAILEY IRON PLANES

| Plane Irons, Nos. | Cut, In. | For Plane Nos. | Each |
|---|---|---|---|
| +A84X1 | 1⅝ | 60, 60½, 61, 203 | $1.00 |
| +A84X2 | 1⅝ | 102, 103 | .60 |
| A84X3 | 1⅝ | 9½, 15, 16, 17, 18, 19, 63, 65, 65½, 118, 120, 131, 220 | 1.00 |
| +A84X4 | 1⅝ | 110, 130 | .60 |
| +A84X5 | 1⅝ | 140 | .60 |

Open Stock

## BENCH PLANE HANDLES

FOR STANLEY "BAILEY" IRON PLANES

Each

No. A84Y4—Plane Handles; rosewood, fits plane Nos. 4½ to 8 inclusive; weight dozen 1½ lbs. .....$0.80

Open Stock

+For Factory Shipment Only, F. O. B. New Britain, Conn.

# SPECIAL PLANES

Freight, Second Class

STANLEY DUPLEX RABBET

**Combination Regular and Bull Nose**

Two seats for cutter—one for regular and one for bullnose work. Fitted with spur and removable depth gauge. Adjustable fence—used on either side. Cutter adjustable endwise when used in rear seat. Japanned finish with nickel-plated trimmings.

Each

No. A89-78—Planes; 8½-inch length; 1⅛-in. cut; wt. 3 lbs. ..... $7.20

STANLEY REGULAR RABBET

Will lie flat on either side. Can be used right or left hand, to plane into corners or against perpendicular surfaces. With spur and detachable depth gauge. Japanned finish -nickel-plated trimmings.

| Plane, Nos. | Lgth., In. | Cut, In. | Wt. Lbs. | Each |
|---|---|---|---|---|
| A89-190 | 8 | 1⅛ | 2½ | $5.75 |
| A89-191 | 8 | 1¼ | 2¼ | 5.75 |
| A89-192 | 8 | 1 | 2 | 5.75 |

STANLEY BULL NOSE RABBET

For working into corners and other difficult places. Adjustable throat. Japanned top and lever.

Each

No. A89-75—Planes; 4-inch length; 1⅛-inch cut; wt. ⅝ lb. ..... $2.25

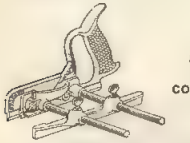
STANLEY ROUTER

**Open Throat — With Fence**

Adjustable cutters can be held on front of cutter post for regular work or on back for bull-nose work. With attachment for closing throat for use on narrow surfaces. Tropical hardwood knobs. Nickel-plated body.

Each

No. A89-71—Planes; 7½-inch length; with 3 cutters, ¼ and ½ inch router and 3-piece smoothing; cutter shanks graduated in 16ths for 1 inch; wt. 2½ lbs. ..... $8.65



STANLEY LIGHT COMBINATION

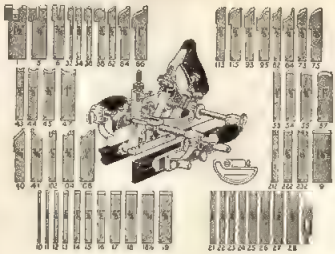
**Plow, Beading, Matching or Rabbet Plane**

Fitted with spurs, depth gauge, match board beading gauge, shaving deflector, fence with 5-inch adjustment and handy adjusting lever for regulating thickness of shavings. Nickel-plated.

Furnished with 1/16, 1/8-inch plow cutters, 1/4, 3/16, 5/16, 7/16, 1/2, 5/8, 3/4-inch plow and dado cutters, 1/16, 1/8, 1/4, 3/16, 5/16, 3/8, 7/16, 1/2-inch beading cutters and 1/4-inch tonguing cutter. Each

No. A89-50—Planes; 9¼-in. length; with 17 cutters; wt. 3¾ lbs. ..... $22.55

All Above, One in Box



STANLEY "FIFTY-FIVE" COMBINATION

*A Planing Mill Within Itself*

(1) Beading and Center Beading Plane
(2) Plow Plane
(3) Dado Plane
(4) Rabbet and Filletster Plane
(5) Match Plane
(6) Sash Plane
(7) Splitting Plane
(8) Superior Moulding Plane

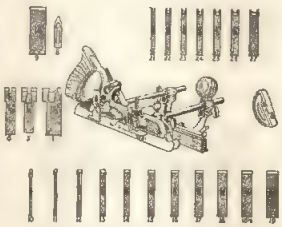
**Will Accommodate Cutters of Almost Any Shape and Size**

Fitted with patented adjustable spurs for working across grain. All metal parts are nickel-plated. Handle and fences made of selected rosewood and every part is well finished. In handsome metal box.

Each

No. A89-55—Planes; complete with 55 cutters (see illustration and listing below) and special instruction booklet; weight 15 lbs. ..... $70.65

One in Box



STANLEY "FORTY-FIVE" COMBINATION

*Seven Tools in One*

(1) Beading and Center Beading Plane
(2) Plow Plane
(3) Dado Plane
(4) Rabbet and Filletster Plane
(5) Match Plane
(6) Sash Plane
(7) Splitting Plane

Fitted with spurs for use across the grain and can be used either right or left hand. All metal parts are nickel plated. Handle, knob and fence are made of selected hardwood. Packed in a sturdy, metal box—easy to stock and easy to sell.

Each

No. A89-45—Planes; complete with 23 cutters (see illustration and listing below) and special instruction booklet; weight 9½ lbs. ..... $38.65

One in Box

# STANLEY COMBINATION PLANE CUTTERS

**No. A89A—Plane Cutters**

| Size, Nos. | Size, In. | Tool Description | Each |
|---|---|---|---|
| 1 | 1⅝ | Sash | $0.95 |
| 5 | 1/4 | Match | .90 |
| 6 | 5/16 | Match | .85 |
| 8 | ... | Slitting | .65 |
| 9 | 1¼ | Filletster | .70 |
| 10 | 1/4 | Plow | .60 |
| 11 | 1/8 | Plow | .60 |
| 12 | 1/4 | Plow and Dado | .60 |
| 13 | 3/16 | Plow and Dado | .60 |
| 14 | 5/16 | Plow and Dado | .65 |
| 15 | 3/8 | Plow and Dado | .65 |
| 16 | 7/16 | Plow and Dado | .65 |
| 17 | 5/8 | Plow and Dado | .65 |
| 18 | 3/4 | Plow and Dado | .65 |
| 18½ | 1/2 | Plow and Dado | .65 |
| 19 | 7/8 | Plow and Dado | .65 |
| 21 | 1/8 | Beading | .65 |
| 22 | 3/16 | Beading | .65 |
| 23 | 1/4 | Beading | .65 |
| 24 | 5/16 | Beading | .65 |
| 25 | 3/8 | Beading | .65 |
| 26 | 1/2 | Beading | .65 |
| 27 | 5/8 | Beading | .65 |
| 28 | 3/4 | Beading | .70 |
| 32 | 1/4 | Fluting | .70 |
| 34 | 3/8 | Fluting | .70 |
| 36 | 1/2 | Fluting | .70 |
| 38 | 3/4 | Fluting | .70 |
| 40 | 3/8 | Chamfer | $0.75 |
| 41 | 3/4 | Chamfer | .75 |
| 43 | 1/2 | Hollow | .65 |
| 44 | 5/8 | Hollow | .65 |
| 45 | 3/4 | Hollow | .65 |
| 47 | 1 | Hollow | .70 |
| 53 | 1/2 | Round | .65 |
| 54 | 5/8 | Round | .65 |
| 55 | 3/4 | Round | .65 |
| 57 | 1 | Round | .70 |
| 62 | 1/2 | Quarter Hollow | .70 |
| 64 | 5/8 | Quarter Hollow | .70 |
| 73 | 5/8 | Quarter Round | .70 |
| 75 | 3/4 | Quarter Round | .70 |
| 82 | 1/2 | Reverse Ogee | .70 |
| 84 | 3/4 | Reverse Ogee | .70 |
| 86 | 1 | Reverse Ogee | .70 |
| 93 | 5/8 | Roman Ogee | .70 |
| 95 | 7/8 | Roman Ogee | .70 |
| 102 | 1/2 | Grecian Ogee | .65 |
| 104 | 3/4 | Grecian Ogee | .70 |
| 106 | 1 | Grecian Ogee | .70 |
| 113 | 5/8 | ¼ Round with Bead | .70 |
| 115 | 7/8 | ¼ Round with Bead | .70 |
| 212 | 1/2 | Reeding, Two Beads | .70 |
| 222 | 3/8 | Reeding, Two Beads | .70 |
| 232 | 1/4 | Reeding, Two Beads | .70 |

# HERE'S WHY YOUR BEST BUY IS

**26′** TWO-STATEROOM SEDAN . . . . . **$4,963**

Here's the most boat for your money anywhere! *More* room to enjoy life in than you'll find in far bigger boats! *More* luxury appointments that make the low price hard to believe. *More* safety because of the alloy steel hull! More 'weatherability', with the fast, 'dry' Sea-Vee hull design!

And remember—owning a Steelcraft is *always* a pleasure! *Lower* upkeep costs—*less* maintenance work! *No* rot—*no* worms! Even insurance rates are *lower* than a wooden boat's!

THE EXCLUSIVE SEA-VEE Hull 'DRIEST' BOATS AFLOAT

## SPECIFICATIONS:

Sleeps 4 comfortably, in 2 separate cabins, both with full headroom. Full galley with refrigerator, sink, cupboard. Dinette seats 4 at big table. Full length clothes locker, plus extra storage compartments. Private toilet. Quiet, smooth speeds to 26 m.p.h. Twin-screw models available.

ALL F.O.B. AND SPECIFICATIONS QUOTED ARE F.O.B. FACTORY, WEST HAVEN, CONN. AND SUBJECT TO CHANGE WITHOUT NOTICE.

Steelcraft®

CHURCHWARD & CO., INC., WEST HAVEN, CONN. • WORLD'S LARGEST

# Steelcraft®

- ★ Lowest Priced...Feature for Feature!
- ★ Safer...with 'Lifetime' Steel Hull!
- ★ More Living Space...Foot for Foot!
- ★ 'Drier'...with Sea-Vee Hull!
- ★ Lowest Upkeep Costs!
- ★ Lower Insurance Rates!
- ★ No Dry Rot...No Worms!
- ★ Immune to Floating Logs, Rocks!
- ★ Steelcraft Sales & Service Coast to Coast!

**26′ DAY CRUISER . . . . $4,568**

Big forward cabin with berths for two, has full headroom Galley with refrigerator, sink, cupboard, big workspace. Toilet room. Full-length hanging locker Big cockpit. 'Lifetime steel hull means you pay less *after* you buy.

**26′ HOLIDAY CRUISER . . . . . $3,797**

Sleeps 2, seats 12. Unusually large cockpit makes her ideal fishing and party boat Steel-thrifty, steel-safe, steel smart—truly a 'lifetime' boat. Exclusive Steelcraft Sea-Vee hull design.

**NEW 35′ LUXURY CRUISER . . . . . $10,985**

Fully equipped—sleeps 6. Huge main salon with comfortable sofa-bed and dinette Forward cabin has two big berths, innerspring mattresses, storage compartments. 6′3″ headroom in both cabins Galley with 7 square feet of table workspace has big windows on two sides, stove, sink, cupboards, 8 cubic foot refrigerator Full length closet-lockers. Big wash room with extra sink, marine toilet. Steel-seaworthy and economical. Quiet, smooth speeds to 26 m.p.h.

**20′ DELUXE UTILITY RUNABOUT . . . . . $2,685**

Easier to handle than a car. Makes racing turns without slueing. Steel-safe at any speed. Immune to floating and submerged objects. Sofa type innerspring seats. All chrome trim—choice of attractive colors. *Utility Fisherman model — $2,295.*

BUILDER OF STEEL BOATS

Send for 1949 Catalog

**MAIL COUPON NOW!**

Steelcraft, Churchward & Co., Inc.
10 Steelcraft Blvd., West Haven, Conn.

*Send me the 1949 catalog without obligation.*

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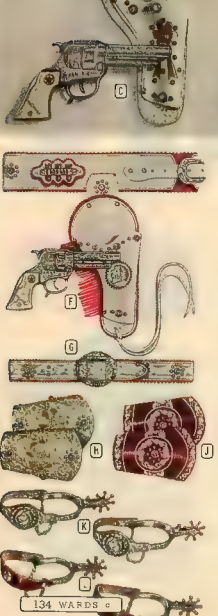
# *Western Style Equipment*

All of Wards Holster sets are made by Esquire Novelty Co., makers of the popular "Pony Boy" brand holsters. All holsters are made of good quality genuine leather, stitched and riveted at points of strain. Sets B, C, and F have more "jewels" and nailheads than the other sets and are finished in more detail. The guns in all the sets conform to state laws and provide fun, yet will not shoot caps. Belts are adjustable and will fit waist measurements up to 32 inches.




**A** DOUBLE HOLSTER AND PISTOL SET for two-gun backyard cowboys. Leather holster and belt in red cordovan with white trim. Decorated with nailheads, conchos and six dummy bullets. Belt is 1 in. wide, adjusts to 32 in. Two nickel guns of nickel finish metal with white plastic handles. Will not fire caps. Guns 7⅛ in. long. Holsters 8½ in. long.
48 T 3392—Ship. wt. 1 lb. 8 oz. . . . . $2.49

**B** GUN FIGHTER DOUBLE HOLSTER AND PISTOL SET. Handsome genuine leather holsters and belt finished in gold color inlay with white gun pockets. Trimmed in true Western style with streamers, jewels, nailheads, cutouts, conchos and 6 dummy bullets. Belt is 2¼ in. wide, adjusts in lengths to 32 in. Two large Texan Junior guns in nickel finish have break action. White plastic handles make them look like pearl handled revolvers, 8 in. long. Will not fire caps. Holsters, 10 in. long. Holsters are detachable from belt with snaps.
48 T 3393—Ship. wt. 2 lbs. 8 oz. . . . . $4.89

**C** SINGLE HOLSTER AND PISTOL SET of genuine leather. Holster and belt finished in gold inlay, jewels, conchas, nailheads, cutouts and dummy bullets. Large Texan Junior break action gun 8 in. long, has nickel finish with plastic handle. Will not shoot caps. Holster 12 in. long. Belt is 1¾ in. wide, adjusts to 32 in. Has Western buckle, tip and loop.
48 T 3390—Ship. wt. 1 lb. 8 oz. . . . . $2.69

**D** SINGLE HOLSTER AND RODEO PISTOL SET. All leather, lighter in weight than (C). Red cordovan and white trim with nailheads, dummy bullets, cutout and jewel. Belt 1½ in. wide, adjusts to 32 in. Holster 10 in. long. Rodeo gun, nickle finish, 7⅛ in. long. Will not shoot caps.
48 T 3389 Ship. wt. 14 oz. . . . . $1.59

**E** HOLSTER AND "HUB" PISTOL SET. Tan and white. Leather belt and holster in basket-weave design with nailheads, cutout and rawhide lace. Holster 8 in. long. Belt adjusts to 32 in. 1 in. wide. Nickel finish "Hub" pistol 8¼ in. long. Will not shoot caps.
48 T 3388—Ship. wt. 12 oz. . . . . 95c

**F** OUR BEST SINGLE HOLSTER AND PISTOL SET of genuine leather. Belt 2¼ in. wide finished in white, decorated with streamers, nailheads, jewels and concha. Holster, 11¾ in. long is decorated with concha, nailheads and cutout is detachable from belt with snap. Six dummy bullets. Back of belt and holster completely covered with red felt. Large Texan Junior nickel finish gun has break action; white plastic handles 8 in long. Will not fire caps.
48 T 3391—Ship. wt. 1 lb. 8 oz. . . . . $3.79

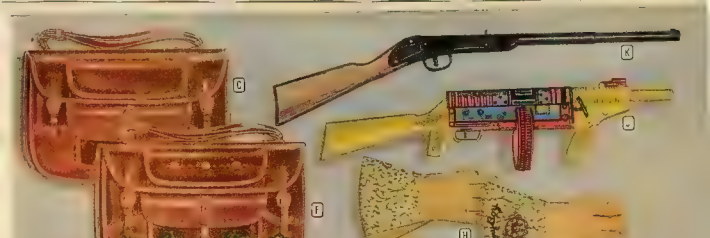
**G** JEWELED COWBOY BELT. Beautifully embossed to look like tooled leather. Finished in white with jewels, conchas and nailheads. Red lea backing. Large Western style metal buckle, tip and slide. 1½ in. wide. *State size.*
*Waist Sizes:* 22, 24, 26, 28 or 30 in.
48 T 3385—Ship. wt. 4 oz. . . . . 96c

**H** DE LUXE LEATHER COWBOY CUFFS. White and gold finish; embossed die-cut center. Decorated with jewels, nailheads. Snap open back; two snaps. Match spurs (K); Holsters (B) and (C).
48 T 3394—Ship10 in. Ship wt. 8 oz . . . Pair $1.29

**J** LEATHER COWBOY CUFFS. Red cordovan finish with attractive Western design. Decorated with jewel and nailheads. Snap open back with two spots. To make his cowboy outfit complete, buy cuffs and matching spurs (L), below.
48 T 3395—Ship. wt. 8 oz. . . . . Pair 89c

**K** DE LUXE NICKEL PLATED SPURS. Die cast metal with Western designs on sides. Blunt end rowels are gold colored. Gold finished embossed leather strap with 2-inch concha is adjustable. Fits shoes or boots with not more than 2½-in. wide heels. Match cuffs (H). Holsters (B), and (C).
48 T 3385—Ship. wt. 10 oz. . . . . Pair $1.39

**L** NICKEL PLATED SPURS. Die cast. Adjustable red cordovan leather straps. Bronze finish rowels. Fit shoes with not more than 2½ inch wide heels.
48 T 3394—Ship. wt. 8 oz. . . . . Pair 89c



## for Young Cowboys and Girls

**A** Boys', Girls' Better Quality Cowboy Boots. Built on authentic cowboy lasts. Made in a Good-year welt of fine grain leather. Leather lined legs. Leather inlays. Leather soles, rubber heels. Wt. 3 lbs. *Boys', Girls' Whole, Half Sizes.* 3½ to 6. Width D.
24 T 7925 —Green legs, Brown vamps. *State size*
24 T 7922—Beige legs, Brown vamps. *State size.* $9.85

**B** Little Boys', Girls', Children's Boots. Same features as (A). Ship. wt. 3 lbs. *Little Boys', Girls' Whole, Half Sizes:* 12½ to 3. Width D.
24 T 7855 Brown legs, Tan vamps. *State size.*
24 T 7856– Green legs, Tan vamps. *State size.* $8.35
*Children's Whole, Half Sizes:* 8½ to 12 Width D.
24 T 7857– Brown legs, Tan vamps. *State size.*
24 T 7858—Green legs, Tan vamps. *State size* .$7.85

**C** Little Boys', Girls', Children's Good Quality Cowboy Boots. Sheerhead pattern. Steer hide brass ring in nose. Built on proven cowboy lasts. Goodyear stitched construction. Fine grain leather. Leather lined legs, inlays. Oak-tanned grain leather outsoles. Plytex lifts. Ship. wt. 3 lbs. *Little Boys', Girls' Whole, Half Sizes:* 12½ to 3. Width D.
24 T 7860—Beige legs, Red vamps. *State size.*
24 T 7861— Black legs, Red vamps. *State size* $6.35
*Children's Whole, Half Sizes:* 8½ to 12. Width D.
24 T 7862 Beige legs, Red vamps. *State size.*
24 T 7863—Black legs, Red vamps. *State size* $5.85

**D** Little Boys', Girls', Children's and Toddlers' Good Quality Cowboy Boots, Floral Pattern. Have some construction features as C. Ship. wt. 3 lbs. *Add Little Boys', Girls' Sizes:* 12½ to 3 Width D.
24 T 7921—Red legs, Tan vamps. *State size.*
24 T 7923—Beige legs, Tan vamps *State size.* $8.35
*Children's Whole, Half Sizes:* 8½ to 12. Width D.
24 T 7919— Red legs, Tan vamps. *State size*
24 T 7920 Beige legs, Tan vamps. *State size* $5.85
*Toddlers' Whole, Half Sizes:* 5½ to 8. Width D.
24 T 7917—Red legs, Tan vamps. *State size*
24 T 7914—Beige legs, Tan vamps. *State size* .$5.35

**E** Boot Tops Sit Across Tall boots. Vinyl plastic in red, gold, black; leather decoration. Small (4½ to 7½), Med. (8 to 11), Lge. (12 to 3).
49 T 3387 Ship. wt. 8 oz *State Size* . 89c

**F** "Rodeo" Western Style School Bag. Brown cr. tlicioI leather with fringed plastic trim. Embossed gold-colored metal buckles, tips and sliders; adjustable straps. Pencil pouch and lunch pocket. Metal studs, gloss jewels, streamers. 14x9x2½ in.
53 W 1525—Ship. wt. 1 lb. 8 oz. . . . . .$4.98

**G** "Pony Express" Western Style School Bag. Constructed like (F), but not decorated.
53 W 1526—Ship. wt. 1 lb. 8 oz. . . . . .$3.98

**H** Western Gauntlet Gloves. Leather palm in white stock. Gold gold and white embossed leather with fringe. Back trimmed with cutout, jewels and rattlesnake. Small (5), Medium (7), Large (8)
49 T 3386 Ship. wt. pair 8 oz. State size. . . . .$1.79

**J** Sparkling Machine Gun. Wind it up, pull trigger . . . rat-a-tats and shoots harmless sparks. Steel with plastic gun stock, muzzle 15½ in. Flint incl
49 T 3341 Ship. wt 2 lbs. . . . . .$1 92

**K** Daisy Single Shot Air Rifle. All metal with wood stock. Blued steel barrel, open rear sight, blade for front sight. Pkg. shot incl. (28 B.B's), 51 in. long. Check your city ordinances before ordering.
49 T 3379M Ship. wt. 2 lbs. . . . . $1.79

Bull's Eye Copper Coated Steel Shot. For all Daisy Air Rifles Package contains about 1500 shot
60 T 1424—Ship. wt. 1 lb. 4 oz. . . . . .43c

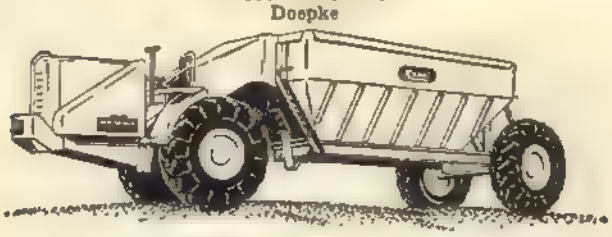
**L** Daisy Targeteer Air Pistol and Target Set. Pistol, 10-in. barrel. Low muzzle velocity prevents indoor damage. Accurate to 12 ft. Includes 2 metal spinners, 25 target cards and one tube of 400, .118 caliber shot. Order additional shot below.
49 T 3380—Set Ship wt. 1 lb. 12 oz. . . . . $2.79
49 T 3381—5 Tubes .118 caliber shot. Wt. 7 oz. . .69c

**M** G-Man Pistol. Emits harmless sparks when trigger is pulled. Black finish. Winding key.
49 T 3340—4 in. long. 1 extra flint. Wt. 7 oz. . . . 77c

**N** Paper Buster Gun, All metal. Makes a loud bang . . . uses paper roll for ammunition; 450 shots per roll. Repeater action 8½ in long. Will not shoot caps.
49 T 3358—Gun and 1 roll of paper. Wt. 12 oz . .59c
49 T 3359—18 Rolls of extra paper. Wt. 4 oz. . . .47c
49 T 3373—Gun and 19 rolls of paper. Wt 1 lb $1.10

# TOYS

## DUMP TRUCKS
**Doepke**



Youngsters want this Model Earth Hauler as soon as they see it. It looks like the real thing, and it is the real thing Hauls earth, sand, stone—unloads from the bottom. Can be pushed, pulled or ridden.

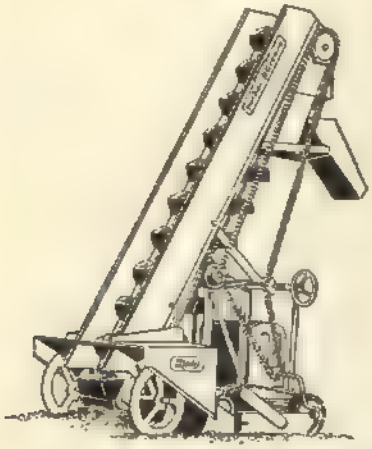
The Model Earth Hauler is an authorized scale reproduction of its famous big brother—the Wooldridge Heavy Duty Earth Hauler. Rubber tires are exact replicas of Goodyear Super-Twist Cord Tires, with rugged tractor tread. They even bear the Goodyear trademark.

A quality toy throughout, sturdily built of heavy-gauge, electrically welded. Over-all length, 25".

**No. 2000** . . . . . Each **$12 95**

One in a Carton.

## BUCKET LOADER
**Doepke**

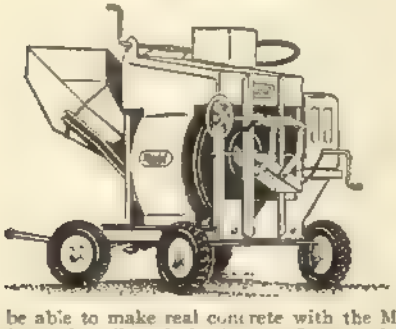


Put some youngsters near a sand pile where there's a Model Bucket Load—and watch how fast they'll go for it. This is another Model Toy that's a natural for the kiddies—a natural for your toy department. It's a perfect companion for the Model Earth Hauler. The Model Bucket Loader loads sand, gravel, earth It's an authorized scale reproduction of the well-known Barbar-Greene High Capacity Bucket Loader, complete with caterpillar tread. Sturdily built of heavy gauge steel, electrically welded. Over-all height, 18", over-all length, 15"

**No 2001** Each **$13 95**

One in a Box

## CONCRETE MIXER
**Doepke**



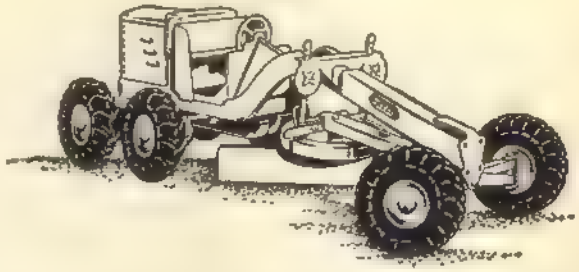
Kids will be able to make real concrete with the Model Concrete Mixer—an authorized replica of the famous Jaeger mixer.

All steel, Goodyear rubber tires. Over-all length 15 inches

**No. 2002** Each **$10 95**

One in a Box

## ROAD GRADER
**Doepke**

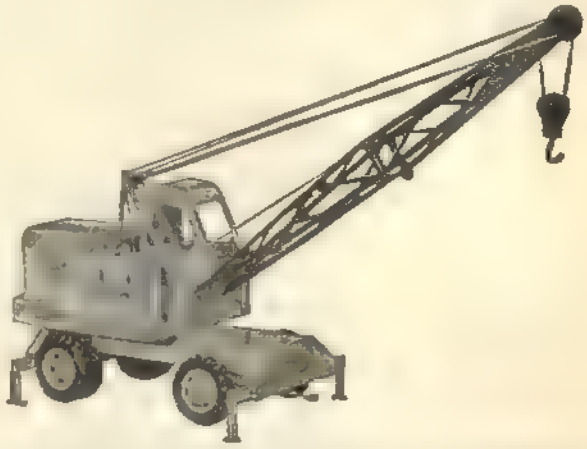


Reproduction of Adam Diesel Motor Grader. Built as rugged as the heavy construction equipment from which they're scaled. All steel, Goodyear rubber tires.

**No. 2006** Each **$13 95**

One in a Box

## UNIT MOBILE CRANE
**Doepke**



Authorized reproduction of Unit Mobile Crane All-steel, die-cast wheels six famous-make rubber tires Boom length, 19½", over-all length, 11½"; wt., 8 lbs 8 oz Both Hook and Clam Shell are standard equipment with the Model Unit Mobile Crane! They are easily interchangeable . . . and the transfer from Hook to Clam Shell takes just a few seconds' time! Both are sturdily-made of heavy steel designed for fast action!

**No. 2007** . . . . . Each **$13 95**

One in a Box

## CRANE
**Wolverine**

**Lever Controlled . . . Crane Raises and Lowers Bucket—Entire Crane Revolves on Base . . .**

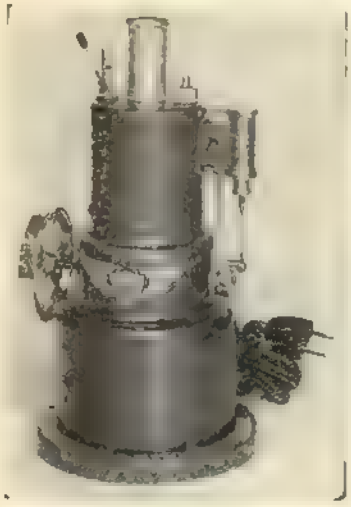
This brand new Wolverine plaything surpasses anything produced in distinctive toys for true-to-life action, interesting performance, giant size and colorful detail. Bucket of crane can be lowered for loading and raised to top of beam. Then the entire crane can be swung on its base in any direction and bucket then lowered for unloading Lever can be shifted to control action of bucket as well as revolving action of crane Enture detail faithfully reproduced in colorful lithography. Individually boxed. Overall height 18".

**No. 20** . . . . . Per dozen **$20.40**

One Dozen in a Carton

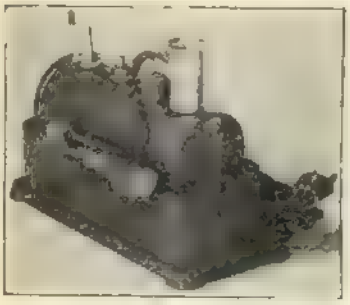
# TOYS

## STEAM ENGINES
**Robert Fulton**



Vertical Steam Engine Height: 14 inches. Diameter: 5 inches. Weight: 2 lbs. Polished brass whistle, and polished brass safety valve. Powerful slide valve type cylinder. All welded heavy steel boiler. Runs in either direction. Attractively finished in gray, red, polished brass whistle and safety valve with an all-welded steel boiler, the Vertical Steam Engine runs a full hour on a single filling of 10 oz. of water. A 300-watt electric heating unit connects to an AC or DC power source. The pulley on the flywheel is grooved for a string belt to run other toys such as a Ferris-wheel, small dynamo or Merry-go-round. This outstanding steam engine is 100% safe: Product liability insurance carried for your protection. The entire toy is precision-built, and guaranteed against all manufacturing defects.

**No. 695** –Vertical . . . . . Each $6.95
One in a Carton



Horizontal Steam Engine Length. 8 inches. Height: 7 inches. Width 5 inches. Weight 3 lbs. Polished brass whistle with insulated handle, and polished brass safety valve. Powerful slide valve type of cylinder. All welded heavy steel boiler. Glass water gauge. Heavy cast aluminum base. Runs in either direction. Operates a full hour on one filling, and if permitted by accident to run without water in the boiler, no harm will result. The unit can be easily mounted on a board to make up a miniature power plant which is very life-like in appearance.

**No. 896**—Horizontal Each $8.95
One in a Carton

## RIDE-EM LOCOMOTIVE
**Marx**

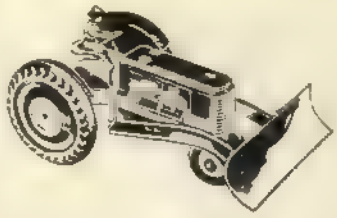
Measures 27" long, 9¾" high to top of cab, 6¾" wide.

Modernly designed streamlined locomotive with new bullet-shaped front with shiny trim. Has crossbar handle for steering. Child can sit on top of cab which serves as seat. Open tender portion may be used for loading.

The entire unit sturdily constructed of heavy gauge automotive steel, finished in bright red baked enamel. Wheels are equipped with rubber tires.

**No. 3099** . . . . . Per dozen $57 00
One in a Carton

## TRACTOR AND BULLDOZER
**Marx**



Set measures 13½" long overall, 7⅞" wide overall, and 6¾" high to top of tractor.

Large heavy gauge pull farm tractor, with clicking noise, resembling the hum of a motor, is sturdily constructed of heavy gauge steel. Replica of latest design farm tractor, cultivator type, with oversized rear wheels and narrow double front wheels, and modern lithographed man sitting at steering wheel. Has hydraulic type lifting mechanism to which accessory is attached and can be raised or lowered as desired.

Hook on rear to pull loads and equipment. Lithographed plaque on each side of motor designed with an authentic eye for detail to resemble an actual motor. Wheels realistically lithographed and embossed.

Tractor finished in bright baked enamel colors. Bulldozer scraper accessory completes the set.

**No. 1720** . . . . . Per dozen sets $30 00
One Set in a Box, One Dozen in a Carton

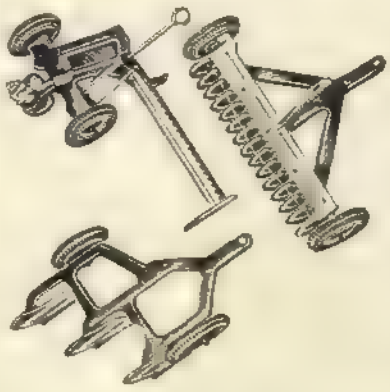
## MECHANICAL ALUMINUM CLIMBING TRACTOR SETS
**Marx**

Tractor measures 10½" long, 5½" wide, 5¼" high.
Trailer overall measures 6½"—body 3¼" wide, 4" long.

Powerful tractor with trailer and detachable road scraper. Entire outfit made of shiny aluminum. Tractor powered by long running clockspring motor—has brake and winding key attached. Has sure-grip rubber tractor treads, will climb steep grades and pull heavy loads—hook at rear. Equipped with easily detachable road scraper. Two wheel type dump trailer has heavy steel shafts for attaching to tractor.

**No. 920** . . . . . Per dozen sets $24 00
One Set in a Box, One Dozen in a Carton

## FARM IMPLEMENT SETS
**Marx**



Assortment consists of three realistic farm accessories: Hay Rake, Three Gang Plow, and Mowing Machine.

These accessories have connecting arrangements so that they may be hooked to rear of a tractor and towed along.

Each accessory is scaled with a careful eye to authentic detail and is finished in bright baked enamel colors, while wheels have a bright lithographed finish.

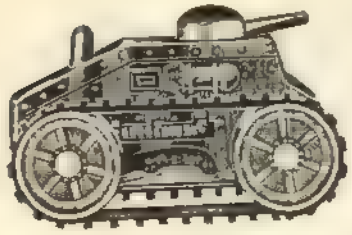
The figure of a man, which can be easily attached to the seat of the mower is included.

Accessories Measure: Hay Rake 6½" long, 10" wide, 3" high. Three Gang Plow 11⅞" long, 6¾" wide, 2⅝" high. Mowing Machine 9⅝" long, 11¼" wide, 2⅝" high.

**No. 248** Per dozen sets $24 00
Set of 3 in a Box, One Dozen Sets in a Carton

# TOYS

## CLIMBING TANKS
**Marx**



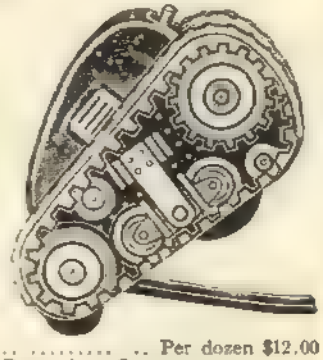
Measures 5½" long, 3¼" wide, 3⅝" high

Mechanical midget lithographed Climbing Army Tank with gun turret on top. Strong spiral spring motor, equipped with brake and has key attached. Furnished with new wide plastic wheels, which are equipped with wide suregrip rubber treads, enabling toy to climb steep grades and run over obstacles.

**No. 469** ..... Per dozen $10 80

One in a Box, Two Dozen in a Carton

## MECHANICAL ROLLOVER TANKS
**Marx**



Measures 4" long, 2⅜" wide 3¾" high

Miniature lithographed Tank in camouflaged design. When wound, tank turns completely over on its back and over again to its original position and continues to run in the same direction. Key attached.

**No. 364** ..... Per dozen $12.00

One in a Box, Two Dozen in a Carton

## MECHANICAL FOUR-WHEEL UTILITY TYPE TRACTORS
**Marx**

Powerful specially designed sure running motorized four wheel utility type tractor sturdily made of steel and brightly lithographed. Three dimensional figure of a man in rear seat driving tractor. Equipped with hand brake and has hook on rear for pulling accessories.

Measures 5½ in. long, 4 in wide, 4 in high to head of man. Made of metal for sturdiness. Brightly lithographed with all details. Powered by a long running specially designed slow running motor. Key attached to motor. Hand brake. Large tractor-type wheels in rear—smaller ones in front. Hook in rear for pulling tractor accessories. Well detailed three dimensional man in driver's seat.

**No. 257** ..... Per dozen $9 00

One in a Box, Two Dozen in a Carton

## CLIMBING PLASTIC TRACTOR WITH SCRAPER

8¾ in. long overall, 4½ in. wide, 4½ in. high.

Latest design diesel type caterpillar tractor. Equipped with a scraper for pushing loads. The tractor can climb steep grades, over obstacles and push and pull loads.

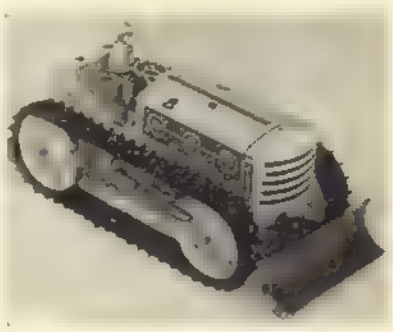
Durable plastic, detailed construction, bright colors. Wide sure-grip rubber treads. Realistic draw bar at rear for attaching loads. Enclosed long-running, clock-spring motor, brake lever.

**No. 1357** ..... Per dozen $18 00

One in a Box, Two Dozen in a Carton

## MECHANICAL PLASTIC TRACTORS
**Marx**

Tractor with road scraper measures 11¼ in. long overall, 5½ in. wide, 6 in. high to top of driver.

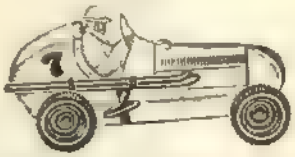


Heavy duty "Bull dog" climbing lithographed tractor. Equipped with wide, sure-grip rubber tractor treads with latest new front design. Has driver in seat, equipped with brake and hook at rear for pulling loads. A super-power clockspring motor with easy wind enables it to climb steep grades, over obstacles, or pull heavy loads. Supplied with easily detachable Road Scraper. Key attached.

**No. 4504** ..... Per dozen $36 00

One in a Box, One Dozen in a Carton

## MECHANICAL MIDGET RACER (Plastic)
**Marx**



Measures 6" long, 3⅛" wide, 2¾" high

Exact scale replica of midget racing cars as popularly known throughout the country. In full detail with exact embossing. Has racing driver in seat behind transparent windshield and the exhaust pipes extend from the side of the hood along the outside of the car as seen on racing cars. Front wheels are adjustable and direct car on the straightaway or in circles. Driven by long running speedy spiral spring motor, with winding key attached.

**No. 1377** ..... Per dozen $3 40

One in a Box, Two Dozen in a Carton

## MECHANICAL RACERS
**Marx**

Measures 6⅛" long, 3⅛" wide, 2½" high

Speedy new racer, made of brightly lithographed steel, also lithographed steel wheels, decorated in style of present popular midget Auto Racers.

Car is powered by long running spiral spring motor, with key attached. Has driver in seat and runs along realistically emitting sounds simulating that of a high speed motor.

**No. 72** ..... Per dozen $6 00

One in a Box, Three Dozen in a Carton

## MECHANICAL SPEED RACER
**Marx**

Measures 12¼" long, 5⅛" wide, 4½" high to top of man.

Realistically designed Racer, made of heavy gauge steel. Has dummy exhaust pipes on each side of car, extending from motor to rear of car. Both driver and dashboard are lithographed in bright colors. Driver sits up in seat in realistic fashion. Bright radiator and hood strip add to authentic detail, followed out in the design of this Racer. Strong spiral spring with key attached. Finished in bright baked enamel colors.

**No. 886** ..... Per dozen $16 80

One in a Box, Two Dozen in a Carton

# TOYS

### CHAMPION RACER
**Saunders—Plastic—Mechanical**

Length 9⅜ in. Heavy plastic body, enclosed motor, front wheel drive, rubber wheels, decorated exhaust pipe and grill. Assorted colors, red and blue

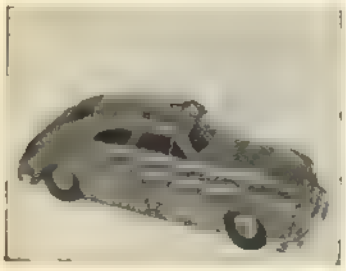
**No. 150** . . . . . Per dozen $9 60

### SPORTSTER
**Saunders—Plastic—Mechanical**

Length 10¼ in. Heavy plastic body, upholstered seat, rear wheel drive. Enclosed motor. White sidewall rubber wheels. Decorated grill. Assorted red and blue

**No. 200** . . . . . Per dozen $12 00

### POLICE SQUAD CAR
**Saunders—Plastic—Mechanical**



Length 8 in., inclosed motor, rubber wheels, decorated windows and grill, gold lettering side and hood. Assorted colors, red and blue.

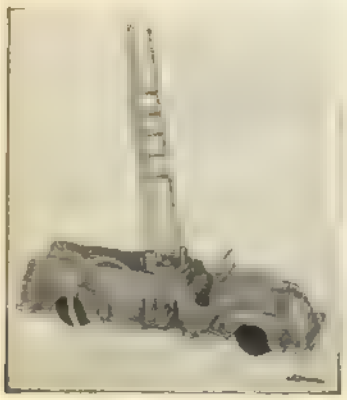
**No. 225** . . . . . Per dozen $12.00

### FIRE CHIEF CAR
**Saunders—Plastic—Mechanical**

Length 10¼ in. with keyless mechanical motor and siren. Friction drive, top light and siren post. Heavy plastic body, decorated grill. Gold lettering on side and hood. Color red

**No. 250** . . . . . Per dozen $15 60

### SUPER FIRE TRUCK
**Saunders—Plastic—Mechanical**



Length 12 in. Heavy plastic body, enclosed wind-up motor. Front wheel drive. Has siren, adjustable ladder mounted on swivel, fire hose and nozzle. Rubber wheels. Decorated steps and grill. Color red

**No. 300** . . . . . Per dozen $20.40

All Above, One in a Box, One Dozen in a Carton

### MECHANICAL LOCOMOTIVE AND TENDER
**Marx**

Measures 8 in. long, 1⅛" wide, 1¾ in high. Combination mechanical locomotive and tender. Made of lithographed steel, beautifully designed and decorated in detail. Has long running spiral spring motor with key attached.

**No. 68** . . . . . Per dozen $6 00

One in a Box, Three Dozen in a Carton

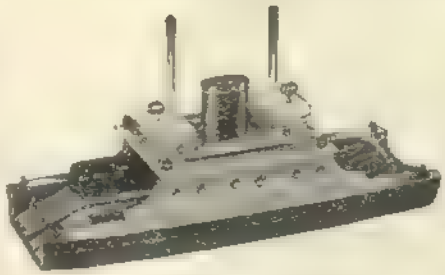
### SPRING MOTOR TUGBOAT
**Keystone**

Length 10 inches. Finished in red hull, ivory cabin, equipped with spring motor, rudder, wheel house and deck trim.

**No. 871** . . . . . Per dozen $15 00

One in a Box, One Dozen in a Carton

### FERRY BOAT WITH PLASTIC CARS
**Keystone**



Length 12 inches. Finished in red hull, buff deck, ivory superstructure. Equipped with two rolling plastic cars and deck trim

**No. 872** Per dozen $18 00

One in a Box, One Dozen in a Carton

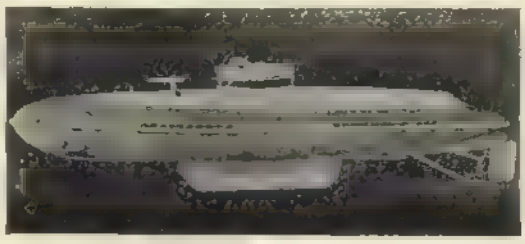
### MECHANICAL LUXURY LINER
**Wolverine**

Heavy gauge metal brightly lithographed in real detail, twin streamlined smoke stacks. Strong key winding mechanical motor. Key permanently attached. Length 14¾".

**No 93** . . . . . Per dozen $18 00

One in a Box, Two Dozen in a Carton.

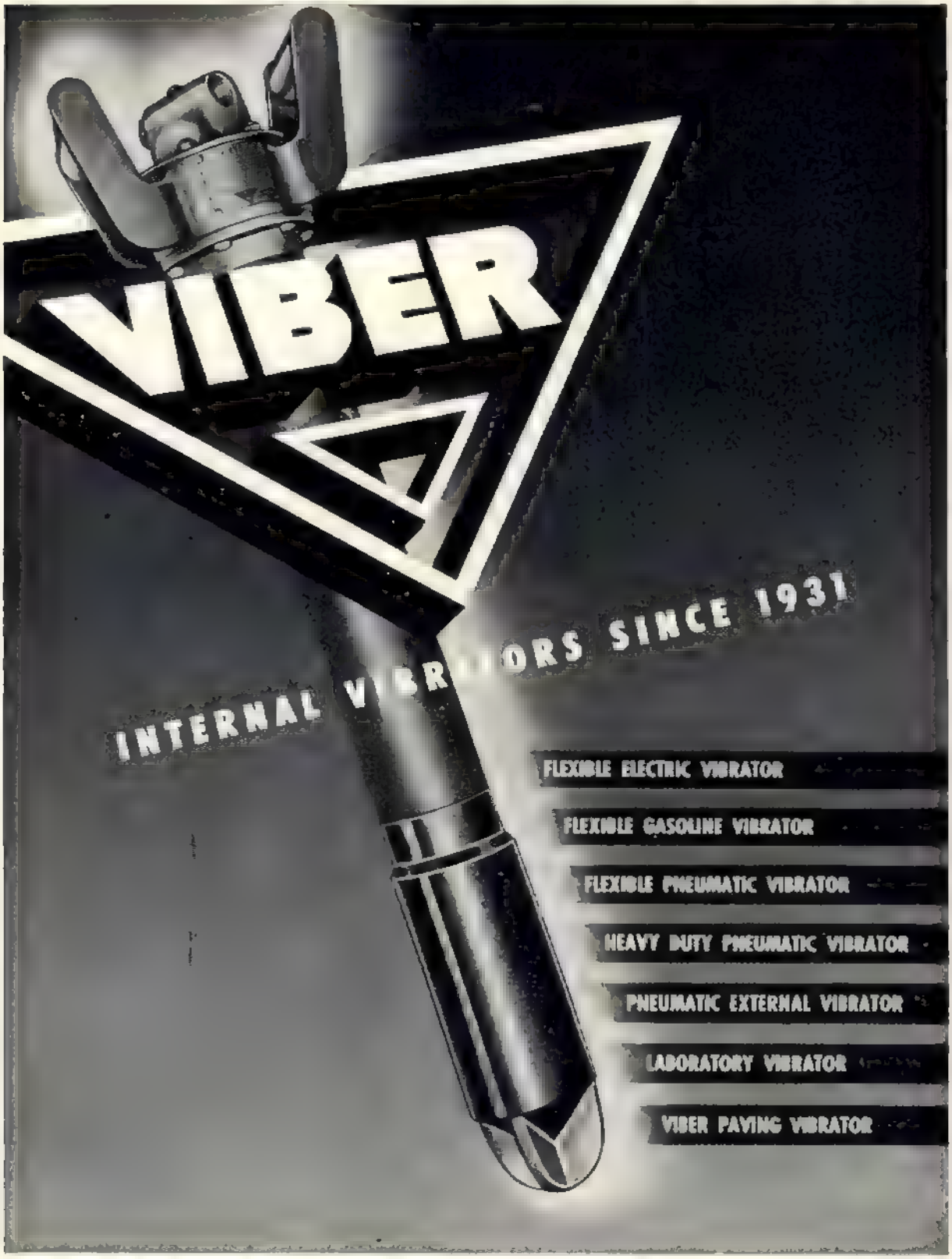
### MECHANICAL SUBMARINE
**Wolverine**



Heavy gauge metal—brightly lithographed. Navigates, dives or rises with adjustments of fins, durable easy to wind motor. Length 13½".

**No. 887** . . . . . Per dozen $20 40

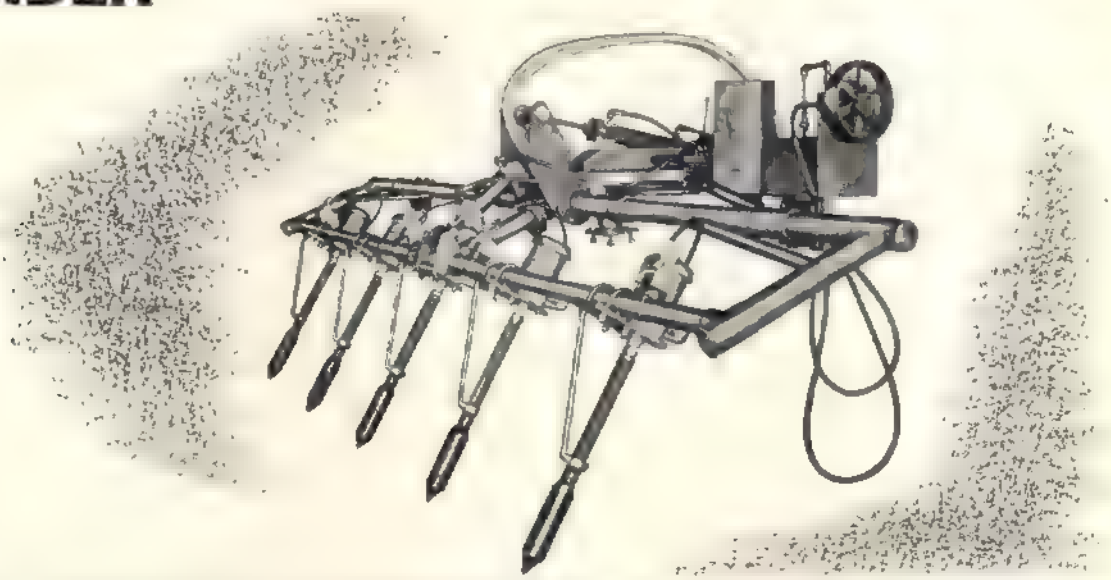
One in a Box, Two Dozen in a Carton


VIBER
INTERNAL VIBRATORS SINCE 1931
FLEXIBLE ELECTRIC VIBRATOR
FLEXIBLE GASOLINE VIBRATOR
FLEXIBLE PNEUMATIC VIBRATOR
HEAVY DUTY PNEUMATIC VIBRATOR
PNEUMATIC EXTERNAL VIBRATOR
LABORATORY VIBRATOR
VIBER PAVING VIBRATOR

366-1-49

# VIBER

## FULL DEPTH INTERNAL CONCRETE PAVING VIBRATORS



## FOR CONSTRUCTION OF CONCRETE HIGHWAYS AND AIRPORT RUNWAYS

**VIBER PAVING VIBRATOR,** one man operated, produces uniform compaction in stiffest mixes, through high-speed internal vibration, as fast as the concrete can be placed on the sub-grade. Designed to fit concrete spreaders or finishers 11 and 25 foot widths, this battery of correctly spaced vibrators offers high quality concrete pavement with substantial savings in time, labor, construction and maintenance costs

### SPECIFICATIONS

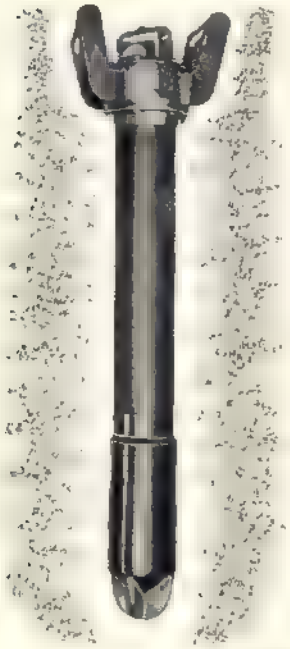
**ELECTRIC MOTOR . . . VIBER** built universal type 1¾ H.P., 115 or 230 volts, A.C. or D.C.

**SPEED,** vibrating speed over 9,500 r.p.m.

**INTERCHANGEABILITY . . .** the size vibrator to be used depends on slab thickness (either 2½" or 3" diameter).

## HEAVY DUTY MODEL No. 60

For Mass Concrete



Recommended for use in mass concrete consisting of large aggregate with low water-cement ratios, thick inverts of hydraulic structures, large footings, rigid frame structures, bridge decks, dams, industrial floor slabs, large girders or beams, reinforced concrete arches, and other locations where steel spacing exceeds 4½". SPECIFICATIONS: Vibrator length 11"; outside diameter 4⅜"; overall length 38". Vibrating speed over 9,500 r.p.m. Power: Pneumatic Motor. Weight 60 pounds net; shipping weight approximately 90 pounds.

## LABORATORY MODEL No. 11

For Test Cylinders and Beams

Recommended for use in vibrating test cylinders or beams, both laboratory and field; making concrete products, small scale hydraulic structures, and all experimental work. Indispensable to college and commercial laboratories. SPECIFICATIONS: Vibrator length from hand grips to lower end 26"; outside diameter 1⅛". Vibrating speed over 10,000 r.p.m. Power: Universal ¼ h.p. electric motor, 115 or 230 volts A.C. or D.C. Weight 15 pounds net; shipping weight approximately 25 pounds.

**INTERNAL VIBRATORS SINCE 1931**

366-6-49

# WALT DISNEY CARTOONS

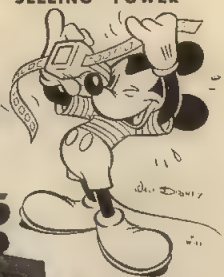
**HAVE TREMENDOUS SELLING POWER**

## MICKEY MOUSE VIEWER

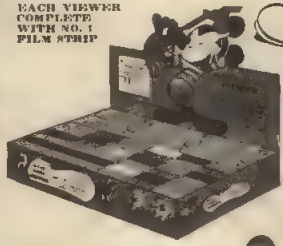
### AND WALT DISNEY FILM STRIPS IN FULL COLOR

A fast selling combination at a popular price, packaged in colorful display cartons to attract adults and children to your store and increase your sales. The Mickey Mouse Viewer is made of gleaming plastic, in attractive, modern, streamlined design. It magnifies 16 mm double-frame pictures to a size comparable with theatre screen projection. Actual scenes from Walt Disney film strips can be seen through the VIEWER, and the No. 1 STRIP is included in this offer. All rightly reproduced on Kodachrome film.

**No. 5X-1200 Viewer and No. 1 Film. List 1.00.**
One dozen to a carton.
Dealers, per Dozen .. ..... **8.00**



EACH VIEWER COMPLETE WITH NO. 1 FILM STRIP



### ADDITIONAL FULL COLOR FILM STRIPS

(Included with Viewer)

1. Brave Little Tailor
2. Three Little Pigs
3. The Practical Pig
4. Chicken Little
5. Tortoise and the Hare
6. The Ugly Duckling
7. Grasshopper and the Ants
8. The Pied Piper
9. The Golden Touch
10. Little Hiawatha
11. The Pointer
12. Donald's Vacation
13. A Good Time for a Dime

**No. 5X-300.** Additional Film Strips **One Doz. Asst. Titles per ctn.**
Retail price per Assortment, **3.00.** (12 at 25c ea. **2.00**
Dealer's, per Dozen ..... .. .. .. ..

**NOTE**

Purchases totaling a retail value of $30 will allow you a special discount of 40% from the List. This offer does not apply to Hollywood Movie Film.

**SPECIAL COUNTER DISPLAY ASSORTMENT**

This display is so attractive it will do the selling for you. It contains six Mickey Mouse Viewers (with No. 1 film strip) to retail at $1 each; 20 assorted Walt Disney Film Strips to retail at 25c each; and 4 Disney Features to retail at $1 each.
**No. 5X-1500.** LIST 16.00.
Dealer's, per display carton..... **10.00**

## WALT DISNEY TREASURE CHEST

### CONTAINS MICKEY MOUSE VIEWER AND 4 DISNEY FEATURE STORIES

• SNOW WHITE • BAMBI • DUMBO • PINOCCHIO

***CONDENSED FEATURE LENGTH FILMS IN FULL COLOR FOR THE FIRST TIME***

The **Treasure Chest** contains Mickey Mouse Viewer and four Disney Feature Stories. 16 Disney film strips in all. (256 of Disney's finest scenes). All packed in a beautiful four color treasure chest. FEATURES INCLUDE: **BAMBI**: with all his irrisistible woodland friends. **DUMBO**: he will steal your heart away. **PINOCCHIO**: the puppet who turns into a boy. **SNOW WHITE**: and the seven dwarfs, and also the Mickey Mouse VIEWER.
**No. 5X-475.** List 4.75. Dlr.'s. **per chest. 3.17.**
**FEATURE FILMS: SOLD SEPARATELY IN DOZ. LOTS ONLY** ; 3 each, of the above characters: **No. 5X-1200WDF.** List, 12.00. **(12 at $1 each)** **8.00**
Dealer's, **per dozen lot** .....

## HOLLYWOOD MOVIE FILM WALT DISNEY CARTOONS

**AVAILABLE IN BOTH 8mm AND 16mm**

- **MICKEY MOUSE**
- **DONALD DUCK**
- **OSWALD RABBIT**

**NO DUPLICATIONS WHEN PURCHASING ASSORTMENTS**

**SPECIFY CHARACTERS WHEN ORDERING**

Consisting of complete hilarious cartoons including the following characters: Mickey Mouse, Donald Duck, and Oswald Rabbit in both 8 mm and 16 mm film. Available in a large variety of stories. When purchasing quantities of only one character, there will be **no duplications.**

**INSTRUCTIONS FOR ORDERING**

Order these colorful cartoons by name of Character. Specify size and length of film. Quantity prices apply to assortments. No duplications on assortment orders

| | Length | List | Each | Lost of 12 |
|---|---|---|---|---|
| **16 mm.** | 50 ft | 1.75 | **1.17** | **1.05** |
| | 100 ft. | 3.25 | **2.17** | **1.95** |
| | 200 ft. | 6.50 | **4.33** | **3.90** |
| **8 mm** | 50 ft. | 1.75 | **1.17** | **1.05** |
| | 100 ft. | 3.00 | **2.00** | **1.80** |

## Hollywood MOVIE FILM GENE AUTRY

**EXCLUSIVE . . . For the first time on Home Movies**

**SILENT — 8mm or 16mm**

No. 7040-A Shoot Straight
No. 7042-A Champion Tricks.

| | 8 mm. | | |
|---|---|---|---|
| Length | List | Each | Lots of 12 |
| 50 ft. | 1.75 | **1.17** | **1.05** |
| | **16 mm.** | | |
| 100 ft. | 3.25 | **2.17** | **1.95** |

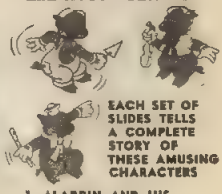
**SOUND — 16mm — 400 ft.**

No. 7045-S Western Songs
No. 7047-S Horses and Guns.

| List | Each | Lost of 12 |
|---|---|---|
| 17.50 | **11.67** | **10.50** |

**GENE AUTRY FILMS MAY BE ASSORTED WITH HOLLYWOOD WALT DISNEY CARTOONS FOR QUANTITY PRICES**

## 35MM FULL COLOR 2x2-INCH SLIDES



**EACH SET OF SLIDES TELLS A COMPLETE STORY OF THESE AMUSING CHARACTERS**

1. **ALADDIN AND HIS WONDERFUL LAMP**
2. **THE THREE LITTLE PIGS**
3. **THE THREE CABALLEROS**
4. **SNOW WHITE AND THE SEVEN DWARFS**
5. **PUSS IN BOOTS**

**10 SLIDES PER SET**

Every dealer will find a ready market among Christmas shoppers for this 35 mm FULL COLOR 2x2-inch slides. These slides are available in the following numbers: Aladdin and his Wonderful Lamp, The Three Caballeros, Snow White, Puss in Boots, and The Three Little Pigs.
**No. 5X-35-195.** Set of 10 slides.
List 1.95. Dlr.'s, ea., **1.30 per set.**
**Lots of 12 sets Asst'd, 1.17.** **11.70**
Less 2%, Net..... ....



REMEMBER TO DEDUCT YOUR 2% CASH DISCOUNT

# Excel SAFETY MOVIE FILM Excel

## THRILLING SPORT FILMS

**SAM SNEAD in GOLFING STROKES**
Winner of the British Open shows the champion's way to better golf with plenty of slow motion

**GOLDEN GLOVES**
Well trained youngsters pound out a future with right crosses and left jabs. Real action shots. Ringside seats to thrills and excitement

**BOWLING CHAMPS**
Ride right with the ball through the pins on trick shots. Follow the correct bowling motion of champs like Joe Falcaro

**BASEBALL**
Face Joe DiMaggio at 10 feet as he actually connects with that ball, hitting a home run. Many other fascinating close-ups in this picture

**All 4 Sport Reels available in 16mm. 100, 200, & 400 ft. lengths—8mm: 50, 100, & 200 ft. lengths.**

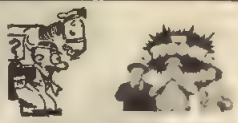
## EXCITING WESTERNS

Russell Hayden in
"OUTLAW'S ROUND-UP"
"SMOKING SIX GUNS"
"RUSTLER'S REVENGE"

Buck Jones in
"PONY EXPRESS WINS"

EACH SIZE REEL
A COMPLETE STORY
Same lengths as Sports Films

NEW FAMOUS WESTERNS
ALSO AVAILABLE



## FAMOUS COMIC FILMS

1. THE THREE STOOGES
2. KRAZY KAT
3. SCRAPPY
4. "OUR GANG" COMEDY
5. BARNEY GOOGLE

NO DUPLICATIONS ON ASSORTED ORDERS

Each reel of Excel comics tells a different, complete hilarious adventure skit. The five characters listed above are available in a combined total of nearly a hundred different stories. Available in 16mm 100 and 200 ft lengths—8mm: 100 ft. lengths. Enjoy repeat film sales by keeping a full assortment of these entertaining, thrilling reels in stock. They are a natural tie-in with any of the Excel projectors. Prices shown below.

## INSTRUCTIONS FOR ORDERING EXCEL HOME MOVIE FILMS

Order Sports and Westerns by Titles. Order Comics by name of Characters. Specify size and length of film. Quantity prices apply to assortments.

**EXCEL FILM PRICES**

| 16mm | List | Each | Lots of 12 | 8mm | List | Each | Lots of 12 |
|---|---|---|---|---|---|---|---|
| 50 ft. | 2.00 | 1.33 | 1.20 | 50 ft. | 2.00 | 1.33 | 1.20 |
| 100 ft. | 3.25 | 2.17 | 1.95 | 100 ft. | 3.25 | 2.17 | 1.95 |
| 200 ft. | 5.50 | 4.33 | 3.90 | 200 ft. | 5.50 | 3.67 | 3.30 |

# CASTLE FILMS 16 MM 8 MM HOME MOVIE & SOUND FILM

## WORLD PARADE

16mm H-C-SOF—8mm H-C*
No. 338 Grand Canyon
No. 336 Bermuda
No. 331 Glacier National Park
No. 318 Mexico

## NEWS PARADE

16mm H-C-SOF—8mm H-C*
No. 467 News Parade of 1948
No. 164 News Parade of 1947
No. 166 Camera Thrills of the War

## ADVENTURE PARADE

16mm H-C-SOF—8mm H-C*
No. 621 Chipp the Cowboy
No. 619 Bruins in a Canoe
No. 618 Lion-Tiger Fight
No. 617 Chimp the Aviator
No. 616 Bruins Make Mischief
No. 615 Crocodile Thrills
No. 613 Wing, Claw and Fang
No. 611 Bruins in the Woods
No. 610 Beatty's Animal Thrills
No. 609 Here Comes the Circus
No. 606 Thrills in Wildest Africa

## SPORT PARADE

16mm H-C-SOF—8mm H-C*
No. 349 World Series of 1948
No. 348 Zale Vs. Graziano Fight
No. 347 Football Parade of 1948
No. 345 Golf Magic
No. 342 Football Parade of 1947
No. 341 Knockout Thrills
No. 340 Spills and Thrills
No. 339 Aqua Frolics

## PRICE LIST

Headline Editions are condensed versions of complete Films

| Edition | 16mm List | 16mm Dlr's Ea. |
|---|---|---|
| H-Headline-100 ft. | 2.75 | 2.06 |
| C-Complete | 8.75 | 6.57 |
| SOF-Sound Deluxe | 17.50 | 13.13 |
| **8mm** | | |
| H-Headline-50 ft. | 1.75 | 1.31 |
| C-Complete | 5.50 | 4.13 |

## FAIRY TALE COLOR CARTOONS

| 16mm | | |
|---|---|---|
| SOF-SOUND | 37.75 | 28.31 |
| **8mm** | | |
| H-Headline-50 ft. | 4.25 | 3.19 |
| C-Complete | 13.95 | 9.71 |

**INSTRUCTIONS FOR ORDERING***
Order film by Number. Specify size — either 16mm or 8mm, and edition desired. I.e.; H-for Headline, C-for Complete, and SOF for Sound

## FAIRY TALE CARTOONS

Black & White
16mm H-C-SOF-8mm H-C*
No 765 Jack and the Beanstalk
No. 764 Simple Simon
No. 763 Don Quixote
No. 762 Puss in Boots
No. 760 Big Bad Wolf
No. 759 Sinbad the Sailor
No. 757 Little Black Sambo
No. 756 Mary's Little Lamb
No. 753 Old Mother Hubbard
No. 752 Aladdin's Lamp

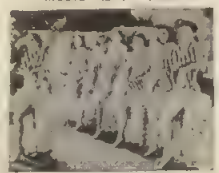
## FAIRY TALE CARTOONS IN COLOR

16mm Sound 8mm Silent H-C*
No. C915 Jack and the Beanstalk
No. C914 Simple Simon
No. C913 Don Quixote
No. C912 Puss in Boots
No. C910 Big Bad Wolf
No. C909 Sinbad the Sailor
No. C907 Little Black Sambo
No. C906 Mary's Little Lamb
No. C903 Old Mother Hubbard
No. C902 Aladdin's Lamp

## SPECIAL

16 mm H-C-SOF-8mm H-C*
No. 810 Santa Claus and Punch & Judy

## MUSIC ALBUM SERIES



Available 16mm Sound Only*
No. MA1 Great Symphonies
No. MA2 Songs of the Irish
No. MA3 Songs to Remember
No. MA5 Hillbilly Hits
No. MA8 Songs of Romance
No. MA10 Gay Nineties Songs
No. MA16 Songs of the South
No. MA19 Songs of Yesterday
No MA30 Songs of Love
No MA31 Songs of Range
No MA32 Syncopated Swing
No MA34 Juvenile Jubilee
No. MA35 South of the Border Songs
No. MA36 Scrub me Mamma with a Boogie Beat
No. MA41 Arabian Hijinks (with Gertrude Niesen)
No. MA44 Old Russian Jubilee (with Gertrude Niesen)

## CARTOONS

16mm H-C-SOF—8mm H-C*

**WOODY WOODPECKER**
No. 454 Pantry Panic

**ANDY PANDA**
No. 474 Andy Panda's Pop

**FARMER AL FALFA**
No. 426 Billy Goat's Whiskers

**MOUSE MOVIES**
No. 407 Just ask Jupiter

**TERRY-TOON CARTOONS**
No. 725 The Bull Fight

**ABBOTT & COSTELLO**
No. 809 "Oysters and Muscles"
No 808 "No Indians Please"

REMEMBER TO DEDUCT YOUR 2% CASH DISCOUNT

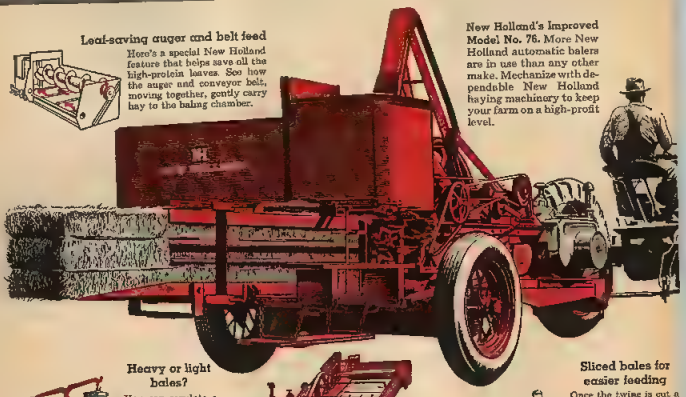
# More New Holland Balers in use

**Eight years ago the pioneer—today New Holland is the world's largest maker of automatic hay balers! That's because New Holland offers you the highest capacity . . . the sturdiest machine.**



**Leaf-saving auger and belt feed**

Here's a special New Holland feature that helps save all the high-protein leaves. See how the auger and conveyor belt, moving together, gently carry hay to the baling chamber.



New Holland's Improved Model No. 76. More New Holland automatic balers are in use than any other make. Mechanize with dependable New Holland haying machinery to keep your farm on a high-profit level.

**Heavy or light bales?**

You can regulate a New Holland Automatic Baler to give you heavy, tightly compressed bales or light, loosely packed bales. *Note the rectangular bales preferred by buyers.* Accurate count of the finished bales is kept by the Preducatimeter, which is standard equipment.

**Floating pick-up unit**

Wherever your mower will go, your New Holland Baler can go, too! A Floating Pick-up makes it possible for you to use your baler on uneven or terraced ground.

**Sliced bales for easier feeding**

Once the twine is cut a New Holland Bale comes apart neatly in easy-to-feed slices. This time-saving feature means not the hay *now but the* cow gets the precious high-protein leaves!

**The only Baler Twine Certified for strength, uniformity and rodent-repellence by The United States Testing Company**

● The United States Testing Company, one of America's oldest and largest impartial testing laboratories, has awarded the Seal of Approval to New Holland Baler Twine.

The Seal of Approval is awarded only to twine that measures up to the rigid standards of The United States Testing Company covering quality, strength, durability, uniformity and rodent repellency.

New Holland Black Twine is the No. 1 choice of farmers everywhere. You won't find a stronger, easier-running, better-knotting twine at any price. New Holland Treated White Twine is also available. Both twines are packaged in tangle-proof, collapse-proof cartons.

**NEW**

*Farm Engineered*

NEW HOLLAND MACHINE CO.

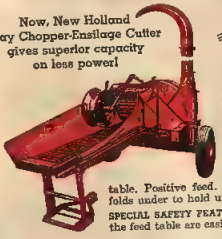
# than any other automatic baler..!

"1,000 bales in a stack call for well-made bales and tough twine. And that's what we get when we thread our New Holland Balers with New Holland Black Twine. Last year we put up 63,000 bales." Lloyd Van Deburg, Snake River Ranch, Jackson Hole, Wyoming.

This loader picks up bales from any angle —no more hand lifting!

How it works: New Holland's sturdy loader is the final step in mechanized haying. The front-wheel "bale-guide" lines up bales, gently carries them to adjustable discharger platform — all in one quick motion. Labor costs are reduced: one man drives truck, one man stacks bales—and that's all the manpower needed!

Now, New Holland Hay Chopper-Ensilage Cutter gives superior capacity on less power!



**New "machete action"** An exclusive feature of the New Holland Hay Chopper-Ensilage Cutter is the high-speed slicing action of the cutting knives *pulling material in* to keep it from crawling away as in the "scissor-type" cutter. This superior method means greater capacity with less power. You get up to 20 tons an hour on 10 horsepower!

**The New Holland** combination Hay Chopper-Ensilage Cutter feeds, cuts to desired length, blows hay, corn or other crops to mow or silo. Material may be dumped onto the extra wide table. Positive feed. One man operation. Patented hitch folds under to hold up feed table. Salvage pan is included.

SPECIAL SAFETY FEATURE: Reversing levers on both sides of the feed table are easily reached in case of emergency.

SEE YOUR NEW HOLLAND DEALER for more information about New Holland Hay Machinery—or details on the additional New Holland products listed below:

CYLINDER CORN SHELLER • PORTABLE TRACTOR SAW • GENERAL-PURPOSE MIXER
CYLINDER HUSKER SHELLER • HYDRAULIC LOADER • HAMMER MILL • FARM BELTING

# HOLLAND
## Hay Machinery

NEW HOLLAND, PA., Subsidiary of The Sperry Corporation

*Free*

Illustrated catalogs showing New Holland Haying Equipment in detail. Please check and mail coupon today!

New Holland Machine Co., 201 Franklin St., New Holland, Pa.

Please send me catalogs checked: ☐ Baler ☐ Twine ☐ Bale Loader ☐ Hay Chopper-Ensilage Cutter.

Name_____

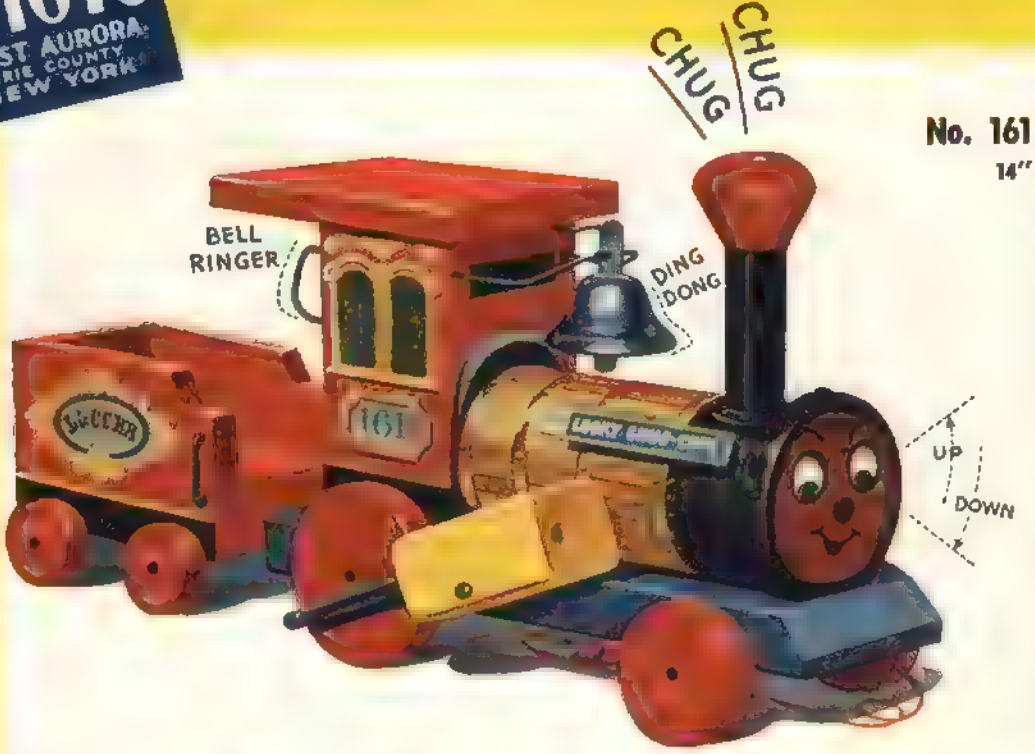
Address_____

State_____

FISHER PRICE INC. TOYS
EAST AURORA, ERIE COUNTY, NEW YORK

# HOP ON AND RIDE

## to New 1949 Profits!




### No. 161 LOOKY CHUG-CHUG

**14" long, 5¼" wide, 7" high**

The livest, most brilliant, fun-giving locomotive ever to play with a delighted child. The front of the boiler is a jolly face and as Looky Chug-Chug is pulled along, his eyes roll up and down adding spectacular animation. A large nickel bell for the child engineer to ring. The piston rods slide in and out of the cylinders which move up and down to the sound of a new, patented and realistic locomotive chug-chug. A sure leader at a suggested retail price of $2.19.

## MORE PRICES TOPPLE!

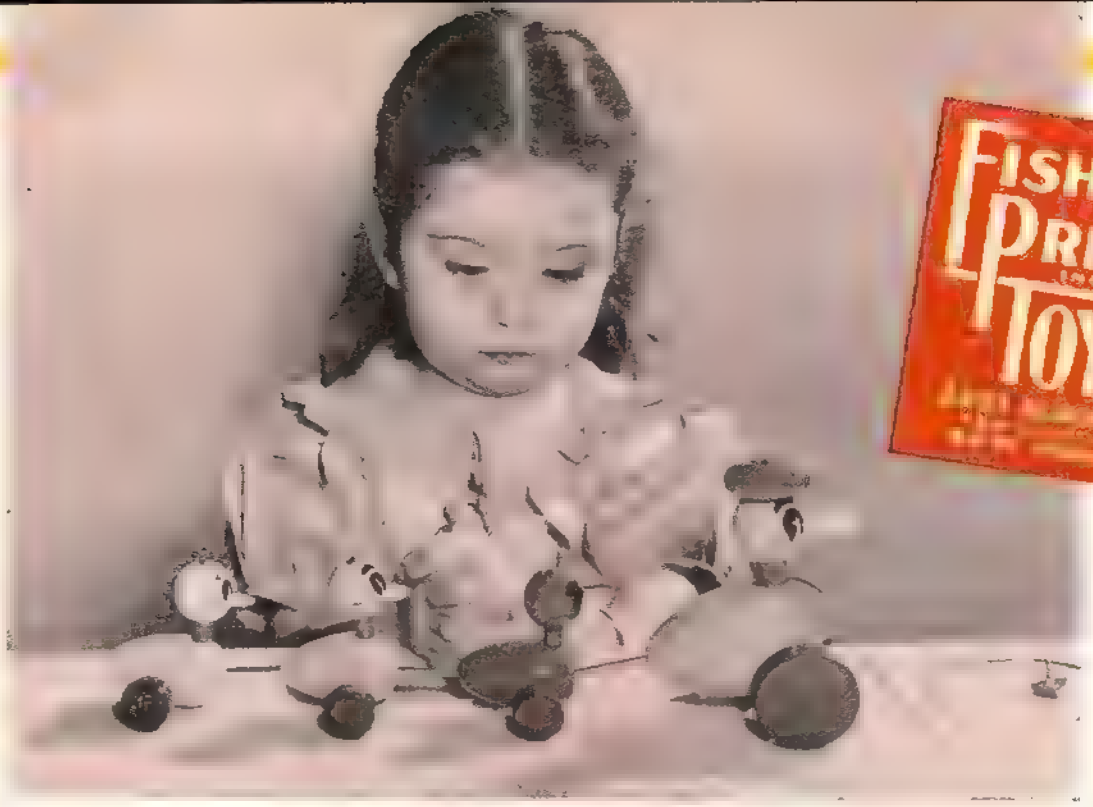
**16½" long**
**6" wide**
**5¼" high**

### No. 180 Snoopy Sniffer, New Top Value, Reduced to a Suggested Retail of $1.98

Ask for our new catalog and new price list. Lowered prices on many items make Fisher-Price the stand-out value line for 1949. See important news about Quacky Family on next page.

# FISHER-PRICE TOYS

FISHER-PRICE TOYS, INC., EAST AURORA, ERIE COUNTY, N. Y.
Permanent New York Office and Display: Suite 417, 200 Fifth Avenue Bldg.

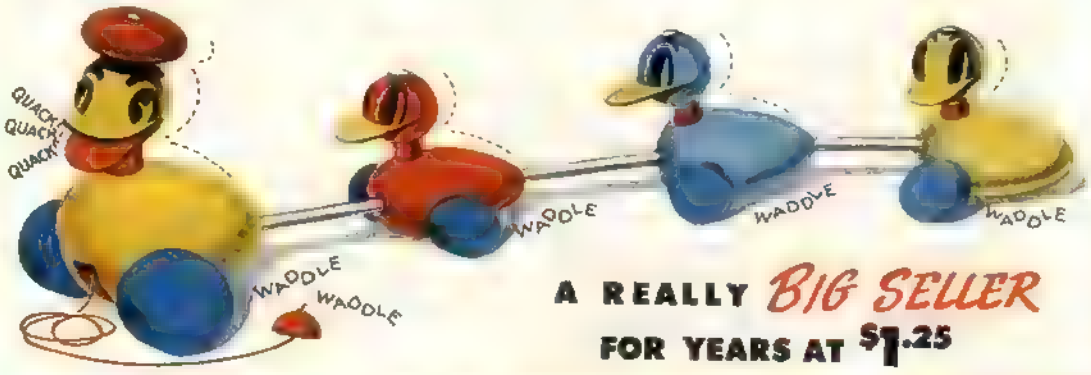



**The earnestness with which a Child Investigates is stimulating**

Where does that cunning Quack Quack come from? How do those darling ducklings so closely follow the waddle of Mama Duck? And how do they stay right there no matter where she turns?

Such questions have come from the care-free minds of 3½ million toddlers. For we have produced the famous Quacky Family in excess of this impressive figure.

New toys will join our line each season. They will have unique sound and action that create childish curiosity and hold attention. But Mama and her three obedient ducklings will continue to be a leading and lasting example of Fisher-Price toyism and value.




**A REALLY *BIG SELLER***
**FOR YEARS AT $1.25**

# The FAMOUS QUACKY FAMILY is NOW $1.00 retail

FISHER-PRICE TOYS, INC., EAST AURORA, ERIE COUNTY, N. Y.
Permanent New York Office and Display: Suite 417, 200 Fifth Avenue Bldg.

# GONG BELL TOYS

## 855 PUDGY PULL TOY

Ding! Dong! Ding! Make way for Pudgy! He's cute and colorful with fascinating sound and action as he rings the two-toned gongs.

- Steel platform, baked enamel finish
- Two-tone brightly nickeled gongs
- Large beautifully lithographed character
- A fascinating action pull toy
- Length 11½", width 4⅞", height 10¾"
- Each in box
- Standard carton 1 doz. weighs 29 lbs. approx.

## 859 BROWNIE BEAR CART

Brownie Bear with his bright nickeled bell and big red cart is ready to take a load anywhere. The cart is strong and so is Brownie and they'll both stand a lot of use.

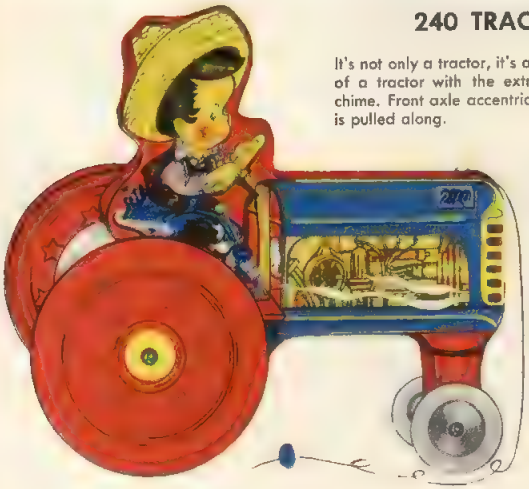
- Bright enameled colors
- Extra large cart
- Sound and action
- Each in box
- Length 15", width 4¾", height 10"
- Standard carton 1 doz. weighs 33 lbs. approx.

THE GONG BELL Manufacturing Co.

200 Fifth Ave.,
New York, N. Y.

# GONG BELL TOYS

## 240 TRACTOR CHIME



It's not only a tractor, it's a tractor chime. The play value of a tractor with the extra appeal of an action floor chime. Front axle accentric gives bouncing action as toy is pulled along.

- Beautifully lithographed Farmer Boy character
- Heavy gage steel wheels and gongs
- Sturdy construction
- Colorful and amusing
- Length 9¾", width 5¼ height 8¾"
- Each in box
- Standard carton 2 doz. weighs 48 lbs. approx.

## 860 CLOWN CHIME

Here comes the Circus Clown gaily turning cartwheels to the merry music of the chimes.

- Bright lithographed Clown
- Strong metal construction
- Bright colors
- Nickeled gongs
- Entertaining and amusing action
- Pleasing chime sound
- Length 11½", width 4⅜", height 8½"
- Each in box
- Standard carton 2 doz. weighs 60 lbs. approx.

THE GONG BELL Manufacturing Co.

200 Fifth Ave.,
New York, N. Y.

# HERE IT IS

**THE No. 275 COWBOY**

## LENGTH 12 INCHES

**Packed one in a colorful box. One dozen to a carton. Bright nickel finish with plastic handles. Has revolving cylinder with automatic opening device. Shoots standard Roll Caps.**

Pats. Nos. 1999916
[redacted]
Patent applied for.

PISTOL HUBLEY LINE

PRESS FORWARD AT "A" TO RELEASE CHAMBER "B"

INSERT ROLL OF CAPS ON SPINDLE "C"

KEEP GUN WELL OILED

# ANNOUNCING

## THE NEW HUBLEY

# Cowboy!

REPEATING CAP PISTOL

***Hubley is proud to present this exact replica of a real Cowboy six-shooter***

THE HUBLEY MANUFACTURING COMPANY

LANCASTER, PENNSYLVANIA

# YOUR BOX IS YOUR THEATRE

SEE OTHER SIDE

$3.00 PRICE FIXED
GUN, 7 FILMS AND 2 BATTERIES

PACKED 3 DOZ. TO A CARTON
WEIGHT: 45 LBS. PER CARTON

## FASCINATING! ENTERTAINING! EDUCATIONAL!

- YEAR 'ROUND SELLER
- EASY TO LOAD, EASY TO USE
- SHOWS ACTUAL MOVIES AT HOME
- WONDERFUL FOR SHUT-INS
- POPULAR WITH BOYS AND GIRLS ALIKE
- A PERFECT EDUCATIONAL TOY FOR CHILDREN

NATIONAL Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

STEPHENS PRODUCTS CO., Inc. 100 JAMAICA AVENUE BROOKLYN 1, NEW YORK

# NEW AUTO-MAGIC THEATRE

TOM SAWYER
PUSS IN BOOTS
NOAH'S ARK
BASEBALL HEROES
TREASURE ISLAND

## THE Auto-Magic FILM LIBRARY OFFERS
## *THRILLS, COMICS, FAMOUS STORIES*

SET No. 205
PRESIDENTS OF THE U.S
TOM SAWYER — The Whitewashed Fence; pirates on the island.
THE THREE BEARS

SET No. 210
SHIPS OF ALL SEAS
LITTLE RED RIDING HOOD
ALADDIN & THE WONDERFUL LAMP

SET No. 215
RIP VAN WINKLE AND THE DWARFS
DAY ON THE RANCH—Life of a Western cowboy
PETER RABBIT

SET No. 220
TREASURE ISLAND
FARM ANIMALS
THE THREE LITTLE PIGS

SET No. 225
LITTLE RED HEN
THE GINGERBREAD BOY
WILD ANIMALS

SET No. 230
MAN'S EARLY ATTEMPTS AT FLYING
HANSEL & GRETEL
NURSERY RHYMES

SET No. 235
THE NIGHT BEFORE CHRISTMAS
CIRCUS DAYS—Sights and thrills under the Big Top.
JUSTICE RIDES THE RANGE—Adventures with Western outlaws.

SET No. 240
THE HAUNTED CASTLE—Story of goblins in the haunted castle
SPOOKS—Chills and thrills and creeps.
DANCE OF MR. BONES—Dance of a skeleton.

SET No. 245
DOGS—Pictures of Dog Champions.
RASTUS RIDES THE MULE
BUNKY GOES HUNTING

SET No. 250
PILOT JERRY—Thrilling airplane adventures in the far North.
CORTEZ—Conquest of Mexico.
TOM DAREALL—A G-man tracks down public enemies.

SET No. 255
PILGRIMS IN NEW ENGLAND
STRANGE BIRDS
LITTLE BLACK SAMBO

SET No. 260
SKEEZIX SQUIRREL
EAGLE'S NEST—Life of eagles and their home on mountain crags.
BLACKO IN THE JUNGLE

SET No. 265
SKEEZIX SQUIRREL NO. 2
PUSS IN BOOTS
ESOP'S FABLES

SET No. 270
THE FIRST CHRISTMAS—The story of Bethlehem
CHRISTMAS SONGS — Favorite Christmas carols, illustrated
DICKENS'—"Christmas Carol."

SET No. 275 HISTORICAL SERIES
STORY OF AMERICAN INDEPENDENCE—A picture story of the War of the Revolution
PILGRIMS IN NEW ENGLAND—The story of Thanksgiving - The First American Settlers
CORTEZ—A Story of Spanish Conquest in Mexico

SET No. 280 AUTOMAGIC TRAVELOGUE
YOUR AMERICA—Famous Sights and Land marks of our U. S.
YELLOWSTONE NATIONAL PARK—Breathtaking views of Scenic Wonders
GRAND CANYON OF THE COLORADO — Magnificent Views of World's Greatest Canyon

SET No. 285
BASEBALL HEROES—Picture Story of the Great American Game
AMERICAN SPORTS REVIEW—Champions of the Sporting World - Swimming - Tennis - Boxing and Other Sports
PROGRESS IN TRANSPORTATION Old and New in Airplanes, Locomotive, Ships and Automobiles

SET No. 290 BIBLE STORIES
NOAH'S ARK
DANIEL IN THE LION'S DEN
JONAH AND THE WHALE
DAVID AND GOLIATH

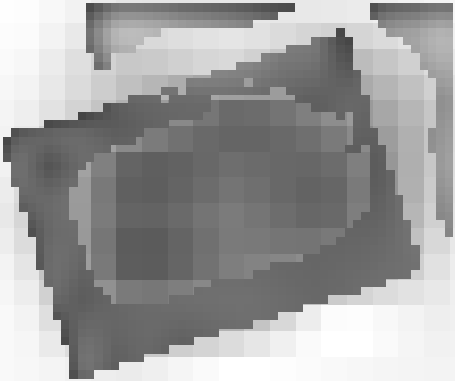
CHECK YOUR STOCK!
Be sure you have a good supply of films on hand.
EXTRA FILMS MEAN EXTRA PROFITS

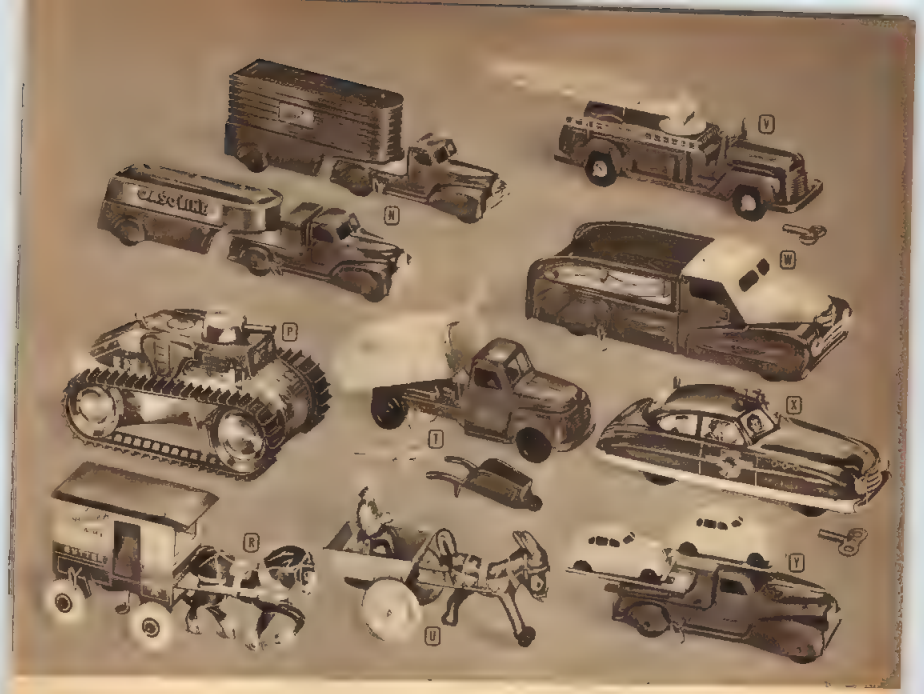
NATIONAL Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

**NEW TITLES ALWAYS BEING ADDED**

3 FILMS TO A SET — 35c per SET: 3 SETS for $1.00

**STEPHENS PRODUCTS CO., Inc.** 700 JAMAICA AVENUE BROOKLYN 8, NEW YORK






# *Action in these Mechanical Toys*

**N** METAL TANK TRAILER AND VAN TRAILER WITH HAULERS. Two big trucks of strong steel with spring motors. Bright enamel finish, authentic decals. Haulers and trailers disconnect. Trailers are each 8½ in. long, haulers are 8 in. long. Wood wheels.
48 T 2849—Ship. wt. 3 lbs. ..... Set of 2, 1.89

**P** SPARKING WIND-UP TANK. Climbs steep grades on endless rubber treads, shooting sparks and making rat-a-tat noise. Clockspring motor, brake lever. Lithographed steel. 10 in. long.
48 T 2812—Ship. wt. 2 lbs. 8 oz. ..... 2.69

**R** MECHANICAL MILK WAGON AND HORSE. Spirited horse pulls a wagon similar to wagon that delivers milk. All metal, brightly lithographed. Spiral spring motor. 10¾ in. long overall.
48 T 2852—Ship. wt. 1 lb. 12 oz. ..... 85c

**T** COLORFUL PLASTIC DUMP TRUCK with steel wheelbarrow and shovel. Truck has spring motor, dumps loads by use of lever at side. Rubber tires.
48 T 2845 9¾ in. long. Ship. wt. 1 lb. 2 oz. . . 89c

**U** BALKY MULE AND CART. Mule cuts capers as farmer tries to drive cart. Spring motor. All steel, brightly lithographed Toy 8¾ in. long.
48 T 2816—Ship. wt. 12 oz. ..... 79c

**V** RED PLASTIC FIRE ENGINE with swivel aerial extension ladder—extends 9 to 21 in. Wind up spring motor, truck races to fire with siren wailing. Front wheels adjust. Rubber tires. 15½ inches long.
48 T 2805—Ship. wt. 2 lbs. ..... 1.37

**W** DELIVERY TRUCK of modern design. Open body, movable tail gate. Spring motor. All metal, blue and yellow enamel finish. 13¼ inches long.
48 T 2813—Ship. wt. 1 lb. 10 oz. ..... 92c

**X** DICK TRACY SQUAD CAR with siren and Electric flasher. Light operates from standard flashlight battery (not incl. order below). Switch for light. All metal realistically lithographed. Rubber tires. Spring motor. 11¼ in. long.
48 T 2842—Ship. wt. 1 lb. 4 oz. ..... 1.87
86 T 3259—Batteries for above. Wt. 12 oz. 2 for 18c

**Y** MECHANICAL AUTO TRANSPORT. Bright metal transport with 2 yellow plastic sedans on platforms that tilt for loading. Spiral spring motor.
48 T 2809 10¼ in. long. Ship. wt. 1 lb. 4 oz. . 97c

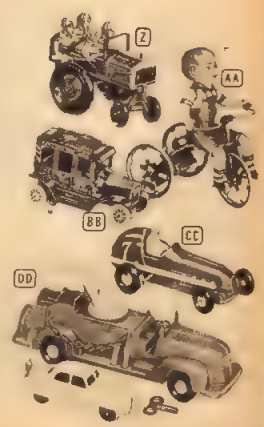
**Z** JUMPING JEEP. Comical car runs in all directions, tips back on rear wheels. Clockspring motor. Brightly lithographed metal. 5½ in. long.
48 T 2834 Ship. wt. 10 oz. ..... 72c

**AA** WONDER CYCLIST. Boy peddles madly on his bike with bell dinging. Strong spring motor. Bright lithographed metal. 8 in. high.
48 T 2856—Ship. wt. 1 lb. 12 oz. ..... 2.39

**BB** JALOPY. Replica of teen-agers' delight . . . runs in most any direction, bouncing along, spring motor. Metal, realistically lithographed.
48 T 2854—6¾ in long. Ship. wt. 10 oz. ..... 85c

**CC** MECHANICAL SPARKING RACER. Bright plastic. Shoots sparks from "exhaust pipe." Rubber wheels. Strong spring motor. 8½ in. long
48 T 2821—Ship. wt. 1 lb. 2 oz. ..... 92c

**DD** MECHANICAL SIREN EMERGENCY TRUCK. Bright plastic truck 12 in. long, with swivel derrick boom. Rubber tires. Plastic roadster included, 6¼ in. long. Strong spring motor. Front wheels adjust. Brake lever. Siren "wails" as truck rolls along.
48 T 2855—Ship. wt. 2 lbs. ..... 1.89



NO SHARP EDGES

# TRU-MATIC RIDING TOYS

HEAVY STEEL CONSTRUCTION

## No. 200 — ROLLER DIGGER

**REVOLVING ACTION**

***Ideal for Beach or Sandpile***

Direct action — nothing to get out of order! Makes a complete circle — digs and dumps wherever wanted. Hand lever controls beam and depth of digging. Hand crank controls direction of bucket and length of stroke.

- Packed: Individually in carton (Semi-assembled)
- Minimum Orders: 1 Dozen
- Weight: Approximately 12 lbs. each
- Dimensions: Base 18" x 13" — all over height 27" — length of beam with catch bucket 23½"

## No. 300 — COMBINATION BULLDOZER and SNOW PLOW

**Direct Steering Action from Handlebars**

***For Indoor or Outdoor Play***

- Packed individually in carton
- Fully assembled
- Minimum order: 1 doz.
- Weight: approximately 12 lbs. each
- Length: 21" • Width: 12" • Height: 16"
- Height of seat (adjustable) from 11½" to 13½"

## No. 50 — DUMP CART

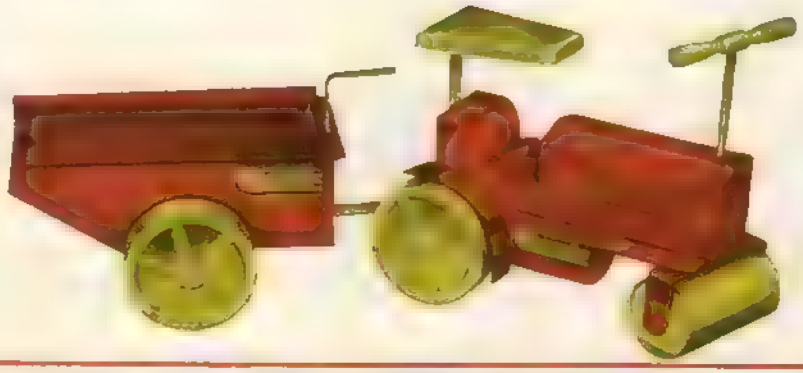
**WITH DUMP ACTION**

**(Attachable to TRU-MATIC TOYS)**

- Packed individually in carton, fully assembled
- Minimum order: 1 doz.
- Weight: approx. 6 lbs.
- Length: 18"
- Height: 8"
- Width: 12"

## No. 400 — ROAD ROLLER

**Direct Steering Action from Handlebars**



- Packed individually in carton, fully assembled
- Minimum order: 1 doz.
- Weight: approx. 6 lbs.
- Length: 18"
- Height: 16"
- Width: 8"
- Height of seat (adjustable) from 11½" to 13½"

***Made by* TRU-MATIC TOY COMPANY • Mt. Vernon, New York**

**SALES REPRESENTATIVES**

**STRAUSS & RICHSTONE, Inc.**
200 FIFTH AVENUE • NEW YORK

**LINDSAY-BERGSTROM CO.**
MERCANTILE BLDG. • DENVER, COL.

# It's Here!
# It's New!

**Tru-matic**
MOUNT VERNON, NEW YORK

## THE RIDING TOY OF THE YEAR

## No. 500 – TUGBOAT

SIZE: 20" Long
17½" High
10½" Wide

WGHT.: 10 Pounds

PACKED: Individual Carton
Fully Assembled

Minimum Order: 1 Dozen

**HEAVY ALL STEEL CONSTRUCTION • NO SHARP EDGES**
**OPERATING BELL • RUBBER WHEELS • BRILLIANT COLORS, ENAMEL FINISH • HARDWOOD HANDLE**
**COMPLETELY ASSEMBLED**

*Made by* **TRU-MATIC TOY COMPANY • Mt. Vernon, New York**

**SALES REPRESENTATIVES**

**STRAUSS & RICHSTONE, Inc.**
200 FIFTH AVENUE • NEW YORK

**LINDSAY-BERGSTROM CO.**
MERCANTILE BLDG. • DENVER, COL.

# The Original Tom Thumb Cash Register

No. 248

## Greatest Value in Toys

*More Than a Toy . . .*
*A Real Cash Register*

Over 1,000,000 in joyful use

OUTSTANDING FEATURES

- Unbreakable Plastic Window . . .
- Electrically Welded Joints . . .
- Expertly built to last a lifetime by Technicians with Years of Production Experience
- No Sharp Edges . . .
- Protective Rubber Feet
- Metal Play Money . . .
- Takes lowest freight rate due to heavy gauge steel construction

Size: 7¹/₄ inches deep
6¹/₂ " wide
7¹/₄ " high

Packed in individual cartons. One dozen to a master corrugated shipping container. Weight 45 lbs.
F.O.B. Jackson, Michigan

Patent Nos.
1906751, 2458850, 2458863

# Add-Em
## TOY ADDING MACHINE

A real adding machine for youngsters and grown-ups alike. It is practical and mechanically perfect. Adds up to 999. Has three columns of visible keyboard with easy touch control. Heavy gauge steel construction. Made to last a life-time. Finished attractively in baked-on enamel.

Size: 8¹/₂ inches deep
5¹/₄ " wide
3 " high

Packed in individual cartons. One dozen to master corrugated shipping container. Weight 25 lbs. F.O.B. Jackson, Michigan.

Sole Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

## WESTERN STAMPING COMPANY
JACKSON, MICHIGAN

# The Original Tom Thumb De Luxe

## CASH REGISTER

No. 1148

Patent Nos.
1906361, 2458830, 2458863

Also highly popular with movie stars and many others for their rumpus, recreation and play rooms.

Size: 7[illegible] inches deep
6½ " wide
7¼ " high

Packed in individual cartons. One dozen to a master corrugated shipping container. Weight 50 lbs.

Stainless Steel
Highly Polished
Mirror Finish
Smart Black
Wrinkle Finish

Sole Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

**WESTERN STAMPING COMPANY**
JACKSON, MICHIGAN

# Midge

**the perfect doll**

# See You at the TOY FAIR

You will see the most outstanding 1949 line of Imperial Crown dolls at the annual Toy Fair . . . a line that is amazingly self-salable . . . designed with all the magnetic small girl appeal that will rapidly sell them right off your shelves!!

Of course our famous "Midge" will be a feature presentation but she is only one of a large collection of our latex rubber skin and plastic dolls.

The entire staff of Imperial Crown will be on hand to greet old and new friends.

These dolls are also on display at 1107 Broadway . . . our permanent New York Showroom.

Don't forget the date! Hotel McAlpin . . . March 7 to 18th. Room 1120-1122.

**In Attendance**

DAVE BIELER • EDDIE VOGT
AARON FAUST • MELVIN FAUST
LEE SHERMAN • LEE PELUNIS
BERNIE P. STURMER

**Imperial Crown**

**TOY CORP.**

SHOWROOM
1107 BROADWAY, N. Y. C.

FACTORY
BROOKLYN, N. Y.

## PART OF A LETTER FROM OUR GOOD FRIEND, GUS BLASS, LITTLE ROCK, ARKANSAS

"We believe they're trying to scare us to death! We've been told by men who are supposed to know: "get your inventory down!"..."reduce operating expense!"..."buy only half of your needs at this time!"..."wait for the break!

"The reason we've been worrying so much is because we folks down here aren't trained economists or master minds. All we know is to work hard, practice the Golden Rule in business and do a lot of listening. And because we believe the men who are running your company are sort of like us . . . just ordinary guys who are worrying about 1949 . . . we thought we'd tell you how we've figured out the whole doggone thing.

"*It looks like we'll have to sell more units at lower prices.* But primarily it looks like you and we will have to understand each other's problems. Moreover, we can't let our integrity or ethics or loyalty to each other slip one tiny bit."

# *And Here's Our Answer*

## TO GUS BLASS AND ALL OF YOU

WE'RE OUT TO HELP YOU BEAT

## OLD MAN INFLATION

AND

## OLD LADY RECESSION

# FISHER-PRICE

**EFFECTIVE MARCH 1—**

3 items retailing at $2.25, reduced to $1.98

2 items retailing at $2.25, reduced to $2.19

5 items retailing at $.79, reduced to $.69

5 new items at new low prices

No change whatever in famous Fisher-Price materials, workmanship and rugged construction. The only changes are lower prices. We predict Fisher-Price will be the *the outstanding toy-value line for 1940.*

Visit us at the Toy Fair. See our new toys. Each of these is brimming over with new applications of unique Fisher-Price quality and toyism. We will appreciate your visit and are confident we can make it profitable for you.

**FISHER-PRICE TOYS, INC.**

**EAST AURORA, ERIE COUNTY, N. Y.**

PERMANENT SHOWROOM

**SUITE 417, 200 FIFTH AVENUE BLDG.**
**NEW YORK CITY**

# TOYS

# Allied-Grand

## Plastic and Composition

Don't miss our display at

ROOM
**442**
HOTEL
**McALPIN**
During the Toy Fair

See Our

## NEW 1949 LINE

*Featuring*
- NEW DESIGNS
- OUTSTANDING VALUES
- FINEST QUALITY

**Allied-Grand**
**DOLL MANUFACTURING CO., INC.**
72 Nostrand Avenue Brooklyn 5, N. Y.
Telephone: ULster 5-3772

AG

# Allied-Grand

## Plastic and Composition

See Our **NEW 1949 LINE**

*Backed by 30 years of dependability and "Know-how" in the Doll field*

## New FAST-SELLING NUMBERS

Don't miss our display at

ROOM
**442**
HOTEL
**McALPIN**
During the Toy Fair

**Allied-Grand**
**DOLL MANUFACTURING CO., INC.**
72 Nostrand Avenue Brooklyn 5, N. Y.
Telephone: ULster 5-3773

NEW ITEMS FOR 1949

# LUPOR *leads again* with MECHANICAL TOYS

#650 ROAD-MASTER

PLASTIC WINDSHIELD, TRUE TO LIFE, WITH TWO FIGURES

#410 SPEED THRILLER
FULL LINE OF
SPRING WINDING TOPS
From 10c to 25c Retail

- ATTRACTIVELY PRICED
- BRIGHTLY LITHOGRAPHED WITH THAT TOUCH OF REALISM THAT ONLY METAL TOYS CAN GIVE YOU
- MOST OF OUR ITEMS WITH ENCLOSED MECHANISMS

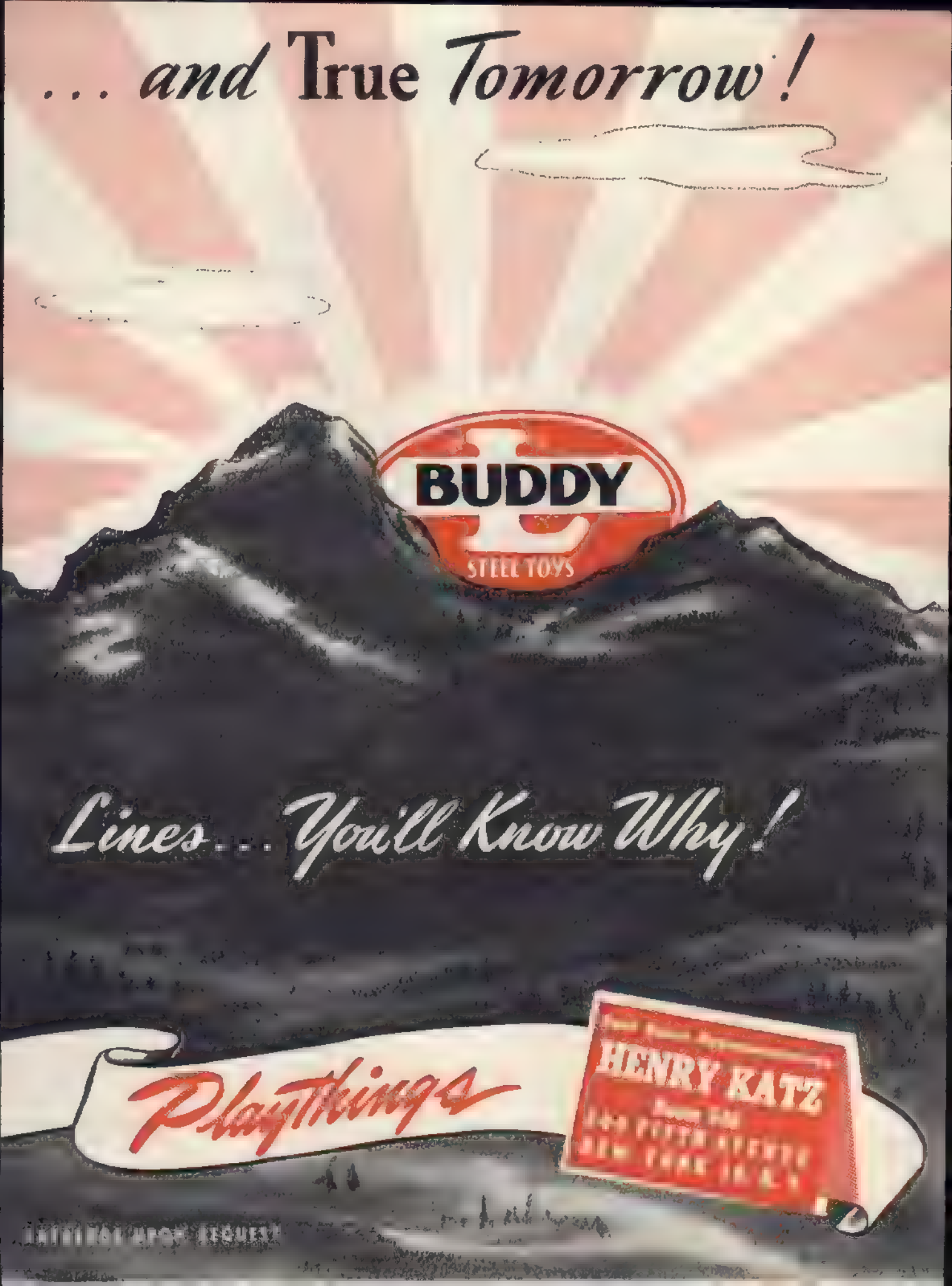
#260 HOT ROD

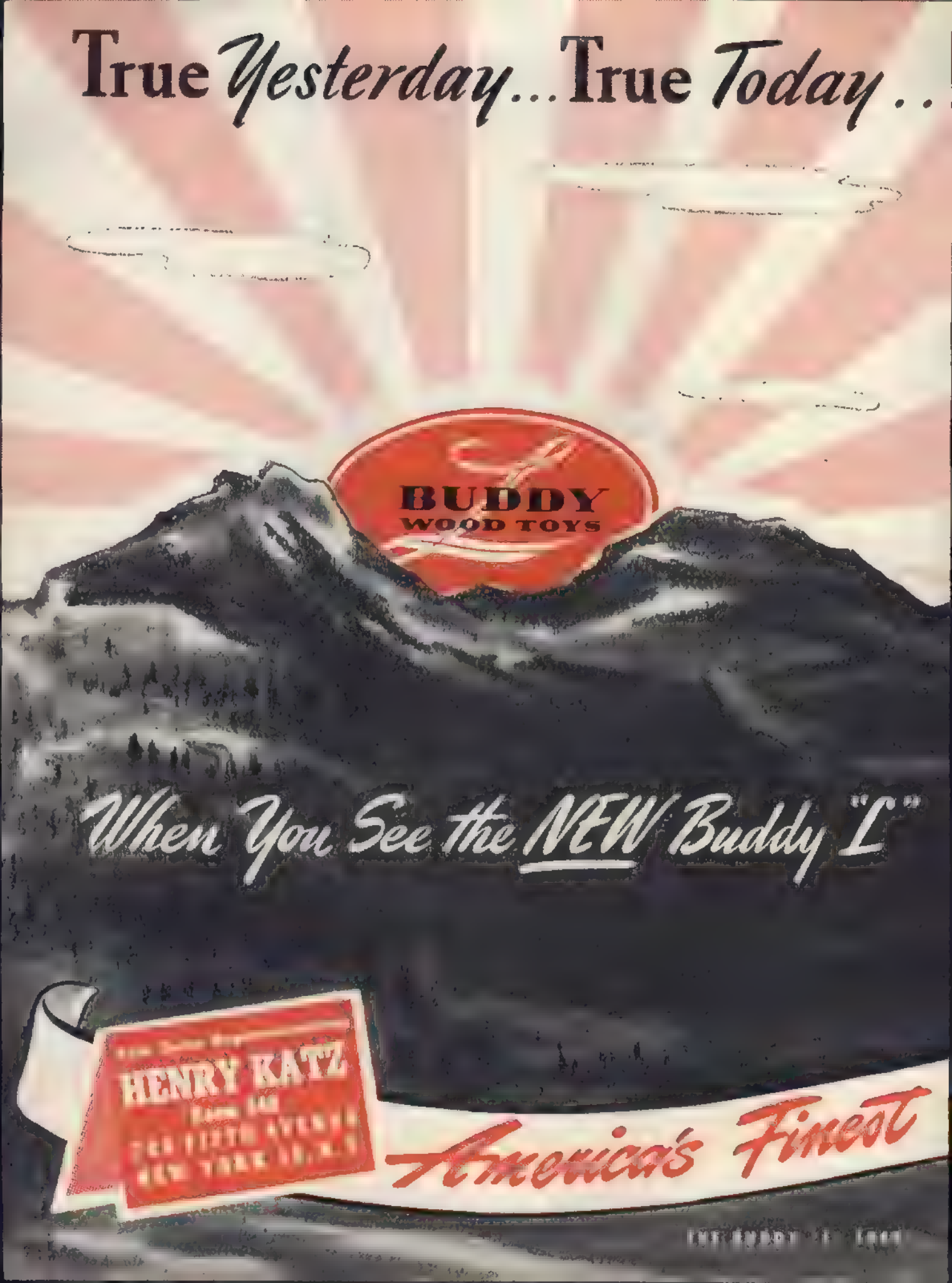
SEE YOU AT THE TOY FAIR
**ROOM 905**
HOTEL McALPIN

*SEND FOR OUR NEW CATALOG AND PRICE LIST*

FEATURING PLASTIC WINDSHIELD, MAN IN COCKPIT AND RUBBER WHEELS

**LUPOR METAL PRODUCTS**
242 EAST 137th ST. NEW YORK 51, N. Y.


. . . and True Tomorrow !
BUDDY
STEEL TOYS
Lines . . . You'll Know Why !
Playthings
HENRY KATZ

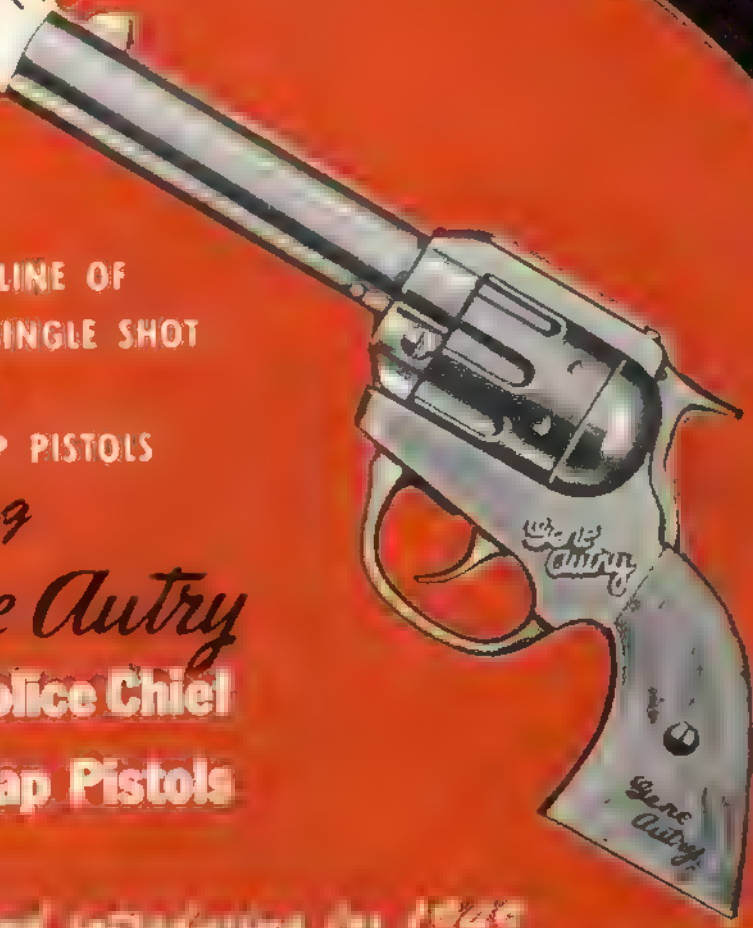

True Yesterday...True Today..
BUDDY
WOOD TOYS
When You See the NEW Buddy "L"
HENRY KATZ
America's Finest

# KENTON

## CAST IRON TOYS

A COMPLETE LINE OF
DOUBLE ACTION SINGLE SHOT
AND
REPEATING CAP PISTOLS
*Featuring*

**The *Gene Autry***
**and Junior Police Chief**
**Repeating Cap Pistols**




. . . and introducing for 1949
**THE KIDO and WESTERN**
**SINGLE SHOT CAP PISTOLS**

HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

**THE KENTON HARDWARE CO.**
Kenton, Ohio

Freight, First Class

# Sunbeam COFFEEMASTER

## The Automatic Coffee Maker

A vacuum-type coffee-maker that automatically heats the water to the same high temperature each time, automatically brews it the same length of time and automatically resets itself to keep it piping hot. No watching — no guesswork — just put the water and coffee in and set it — makes 1 or 8 cups of fine coffee as all the water rises to the top — no dilution. New seat ring prevents top from popping out. With cord set.

Gem-Like Chrome Finish — Attractive Black Trim — Each

No. S1196C30B—Coffee Makers; 8-cup; 115 volts A.C.; ship. wt. 10 lbs. ....$32.50

EXTRA FILTER CLOTHS — Per Pkg

No. S1196C85CA—Filter Cloths; for C30B Coffeemaster; pkg. of 12 .....$0.60

No. S1196C82AU—Filter Cloths; for C20B Coffeemaster; pkg. of 12 ..... .50

### COFFEEMASTER SERVICE SET

Less Coffeemaster — Per Set

No. S1196-C22—Service Sets; consists of tray, sugar and creamer in matched design; lustrous chrome-plate with jet black handles; satin finish tray center will not scratch; shipping weight 5 lbs. ..... $12.50

## ELECTRIC COFFEE PERCOLATORS

### MIRRO URN

Finest Polished Aluminum

With the highly efficient, long life emersion type element guaranteed for one year. Double wall insulated pump promotes instant action with percolation continued just below boiling point. Tight-fitting cover has long skirt to prevent falling off. Easy pouring, welded spout. Water distribution plate. Fitted with fibre feet, black enameled, replaceable wood handle and glass top With cord set and directions.

Each

No. S1196M(9122M)—Percolators; 8-cup; 600 watts; 105-120 volts A.C. or D.C.; shipping weight 2¾ lbs. ....East—$6.95 West— 7.50

### EMPIRE ARISTOCRAT PERCO-DRIP

Chromium Plated Copper
Black Bakelite Handle

A deluxe, heavy seamless copper percolator with the "Cold Water" double wall valveless pump. Starts percolation within one minute. Coffee is made without boiling. Patented emersion element—no heat loss—uses less current. Gleaming chromium finish, easy-grip handle, scratch-proof feet and large, easy-pouring spout, glass top. Listed by Underwriters' Laboratories. Without cord set. Each

No. S1196F8(1893) — Percolators; 8-cup, 400 watts, 110 volts A.C.; shipping wt 3½ lbs. ..... .....$9.95

### ALUMINUM

Full Polished

Flat type element with convexed upper surface for greater efficiency. Water distributor plate. With scratch-proof feet. For 115 volts A.C.-D.C. Without cord set.

| Percolators, Nos. | Fty. Nos. | Cap. Cups | Watts | Wt. Doz. Lbs. | Each |
|---|---|---|---|---|---|
| S1196F4 | 9351L | 4 | 400 | 24 | $3.25 |
| S1196F7 | 9351½L | 7 | 450 | 28 | 3.70 |
| S1196F9 | 9352L | 9 | 450 | 30 | 4.25 |

## COFFEE MAKER BOWLS

### ALUMINUM

A non-breakable bowl replacement for wide-neck coffee makers. One-piece, long-drawn aluminum in bright-polished finish

Each

No. S1196B — Coffee Maker Bowls; 8-cup size; wide neck model; weight dozen 12 lbs. .....$1.30

Open Stock

## COFFEE MAKERS

### NICRO STAINLESS STEEL

Lustrous Gleaming Finish
Wipes Clean With Damp Cloth
Unbreakable — Will Last a Lifetime
Stainless Steel Lower Bowl Lid
Exclusive "Flavor Insurance" Filter
Fitted With Bakelite Handle

| Coffee Makers, Nos. | Fty. Nos. | Cap., Cups | Ship. wt. lbs. | Each |
|---|---|---|---|---|
| AS1196N12 | 1512 | 12 | 4 | $13.95 |
| AS1196N8 | 472 | 8 | 3 | 9.95 |

### PERFECTO ALUMINUM

One-Piece Upper Bowl
Bright Sun-Glo Finish
Wide E-Z Clean Mouth
Safety Control Filter
Heavy Gauge—Bakelite Handle
With Aluminum Cover

| Coffee Makers, Nos. | Cap. Cups | Wt. Each Lbs. | Each |
|---|---|---|---|
| S1196P1 | 2-4 | 1¾ | $2.95 |
| S1196P6 | 6-12 | 2¼ | 4.95 |

### PERFECTO SUPER-VALUE ALUMINUM

Splash-Proof Design
All 'Round Pouring Lip
Wide E-Z Clean Mouth
Safety Control Filter
Bright Sun-Glo Finish
Heavy Gauge—Bakelite Handle

Each

No. S1196P8(49-8)—Coffee Makers; 8-cup; shipping wt. 2 lbs. .....$2.98

Six in Case

### PERFECTO IMPERIAL ALUMINUM

Splash-Proof Design
All 'Round Pouring Lip
Scientific Screen Filter
Bright Sun-Glo Finish
Heavy Gauge—Bakelite Handle
Plastic Upper Bowl Cover Serves as Cover, Stand or Table Mat
Plastic Lower Bowl Cover

Each

No. S1196P4—Coffee Makers; 4 to 8 cups; wt. 2 lbs. .$3.95

Entire Page, One in Carton (Except S1196B and P8)

Freight, First Class

## CORY AUTOMATIC ELECTRIC COFFEE BREWERS

**Completely Automatic — Just Measure in the Coffee and Water and Plug It In.**

These Cory Automatic Brewers will heat the water, force it into the upper bowl, agitate it, return it to the decanter and keep it piping hot—all automatically.

**High Speed Brewing**—Hot coffee from cold water in 10 minutes.
**Handy Cup Markings**—Inside and out, for accurate measurement.
**Lever Action Removes Upper Bowl**—No burned fingers.
**Hinged Decanter Cover**—No-drip lip.
**Easy To Serve**—Detachable cord
**Easy to Clean**—Wiped with damp cloth—Wide-neck decanter.

**Famous Cory Glass Filter Rod**

### COPPER CHROME CUSTOM MODEL

A deluxe Cory coffee brewer in luxury copper chrome. Stable, heat-proof plastic base protects the table finish and fine linens. Patented, balanced plastic handle and splash-proof, drip-free lip for easy, graceful serving and pouring. Patented locks-in upper bowl cover. No cracks or crevices to hide grounds—rinse thoroughly and it's clean.

Each

**No. S1197-ACB—Coffee Brewers;** capacity 8 cups; 800 watts; 110 volts A. C. only; weight 5¾ lbs. ..... $29.95

### SATIN-SILVER CORALUME MODEL

Beautiful satin-silver Coralume finish that looks like fine silver but is stain-resistant—developed especially for coffee brewing. A stable, heat-proof plastic base protects the table finish and fine linens. Patented, balanced plastic handle and splash-proof, drip-free lip. Patented locks-in upper bowl cover. No cracks or crevices to hide grounds.

Each

**No. S1197-EAB—Coffee Brewers;** capacity 8 cups; 800 watts, 110 volts A. C. only; weight 4 lbs. ..... $20.95

## CORY GLASS COFFEE BREWERS

Freight, 1½ Times 1st Class

### RUBBERLESS GLASS-TO-GLASS SEAL

An unusually attractive, smartly designed brewer in crystal-clear glass set off by platinum striping and rich ebony black plastic accessories (decanter cover, handle, stand and measuring cup). Ground glass surfaces on upper and lower bowls create a perfect seal.

| Coffee Brewers, Nos. | Model | Capacity Cups | Wt. Each, Lbs. | Each |
|---|---|---|---|---|
| S1197-DNG | Petite | 2—4 | 2½ | $5.45 |
| S1197-DCG | Royal | 4—8 | 3 | 5.95 |
| S1197-DIG | Imperial | 10—12 | 4 | 6.95 |

### RUBBER BUSHING SEAL

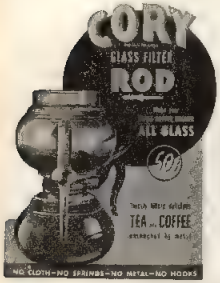
Sparkling heat-resistant glass with platinum striping is richly complemented by the use of black plastic decanter cover, handle, safety stand and measuring cup. Vacuum seal is obtained through use of new perfect fitting, new process rubber bushing. Safety rolled edge glass for extra strength.

| Coffee Brewers, Nos. | Model | Capacity Cups | Wt. Each, Lbs | Each |
|---|---|---|---|---|
| S1197-DKG | Regent | 6—8 | 3½ | $5.50 |
| S1197-DVG | Family Circle | 8—12 | 3½ | 6.25 |

Freight, 1½ Times 1st Class

## CORY GLASS FILTER RODS

- ◆ Does Away With All Filter Fussing
- ◆ No Cloth, No Metal, No Springs
- ◆ All Glass—Easily Cleaned by Rinsing
- ◆ Fit Practically All Glass Coffee Brewers




### 12-ROD DISPLAY

An attractive small counter display furnished with 12 glass filter rods as a standard package. Display shows rod in brewing position. Container attached to back of display holds 12 rods for convenient selling.

Each

**No. S1198-DRA—Filter Rods;** 12 only filter rods and display as illustrated above; weight each 3¼ lbs. . . . . $6 00

One in Carton

### 60-ROD DISPLAY

A silent salesman and dispenser all in one. Has a rich green marble-like appearance and holds an actual Rod in correct position in front of the life size photo of brewer. The Dispenser-Display is supplied at no extra charge, with the purchase of 60 Rods. The 60 rods reach the dealer packed in the display ready to place on the counter.

Each

**No. S1198-DRP—Filter Rods;** 60 filter rods and display, size display 15⅛ in. high, 8¾ in. wide x 8 in. deep; wt. display 11½ lbs. $30.00

OPEN STOCK

Each

**No. S1198-DCR—Filter Rods;** (open stock) wt. each 3 oz. . . . . $0.50

## CORY ELECTRIC TABLE STOVES

Handsome, chrome-finished model of quality construction. Two heats 660 watts for fast brewing and 80 watts for keeping coffee hot. Accommodates all Cory brewers and operates on either A. C. or D. C. current.

Approved by Underwriters' Laboratories

Each

**No. S1198-DEO—Electric Stoves;** without cord; with black walnut or ivory finish trim (specify trim); wt. each 2½ lbs. . . . . $4.50

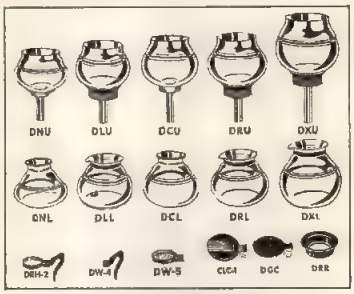
One in Carton

BRICK ELEMENTS ONLY

Each

**No. S1198-DBC—Brick Elements;** with coils, wt. each ½ lb. . $1.50

## CORY GLASS COFFEE BREWER PARTS




### FOR WIDE NECK MODELS

GLASS BOWLS

| Nos. | For | In Ctn. | Each |
|---|---|---|---|
| S1198-DEU | Automatic DEA—Upper | 6 | $2.95 |
| S1198-ACU | Automatic ACE—Upper | 1 | 8.95 |
| S1198-DNU | Petite Rubberless—Upper | 6 | 2.50 |
| S1198-DNL | Petite Rubberless—Lower | 6 | 2.10 |
| S1198-DCU | Royal Rubberless—Upper | 6 | 2.75 |
| S1198-DCL | Royal Rubberless—Lower | 6 | 2.30 |
| S1198-DIU | Imperial Rubberless—Upper | 5 | 2.95 |
| S1198-DIL | Imperial Rubberless—Lower | 3 | 2.45 |
| S1198-DLU | Lynn Upper | 6 | 2.25 |
| S1198-DLL | Lynn—Lower | 6 | 1.85 |
| S1198-DRU | Regent, Royal—Upper | 6 | 2.45 |
| S1198-DRL | Regent, Royal—Lower | 6 | 2.00 |
| S1198-DXU | Family Circle, Banquet—Upper | 1 | 2.95 |
| S1198-DXL | Family Circle, Banquet—Lower | 3 | 2.45 |

COMPLETE HANDLES

| | | |
|---|---|---|
| S1198-DRH-2 | Standard—Black | .95 |
| S1198-DIH-2 | DRG, DXC,—Ivory-Tone | 1.10 |
| S1198-DNH | DNG, DCG—Black | .95 |

BAKELITE HANDLE PART

| | | |
|---|---|---|
| S1198-DW4 | Black | .40 |
| S1198-DWI-4 | Ivory-Tone | .50 |

METAL HANDLE PART

| | | |
|---|---|---|
| S1198-DW5 | DRH-2—With Screws | .55 |
| S1198-DM6 | Rubberless With Screws | .55 |

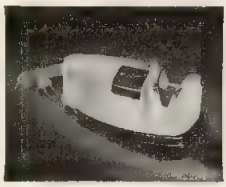
DECANTER COVERS

| | | |
|---|---|---|
| S1198-EUC | Automatic Black | .60 |
| S1198-CLC-1 | Standard—Black | .50 |
| S1198-CLC-4 | DRG, DXC—Chrome | .65 |
| S1198-DGC-B | DNG, DCG Rubberless—Black | .50 |

BUSHINGS

| | | |
|---|---|---|
| S1198-DRR-9 | Upper Glass Large Neck | .35 |

## CORY ELECTRIC KNIFE SHARPENERS



Now Anyone Can Put a Professional Edge On Household Cutlery

Sharpens Carving Knives, Bread Knives, Paring Knives, Any Knives

Sharpens Hollow Ground, Scalloped or Straight-Edged Knives — Stainless Steel or Vanadium

Underwriter's Laboratories Approved

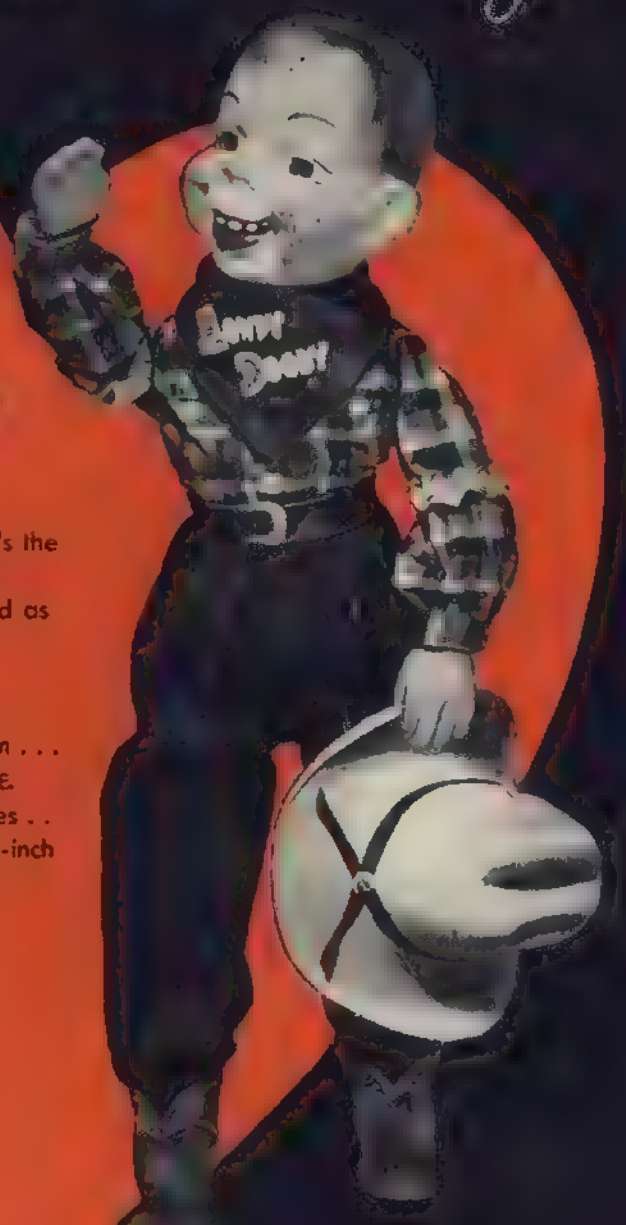
A safe and fast knife sharpener requiring no skill and producing a precision, scientific sharpening job. Super silent motor is non radio-interfering. Self dressing wheel.

Each

**No. S1198-DKS—Knife Sharpeners;** 115 volts AC; size 8½x3½x3½ inches; 6-foot cord; wt. each 4¼ lbs. . . . . $11.95

One in Carton

# Meet the King and




Only **EFFANBEE** makes

## HOWDY DOODY

the happy-go-lucky little hombre who's taking the country by storm. He's the popular favorite of the younger television set. With a grin as broad as a Texas prairie and a heart as big as all outdoors, the HOWDY DOODY doll is the biggest, newest thing in dolldom . . . and he's exclusive with EFFANBEE. HOWDY comes in two swell sizes . . retails for $9.95 in the 23-inch size and for $5.95 in the 19-inch size.

**All's Fair at the TOY FAIR!**

And fairest by far are Effanbee's glamorous new dolls—all waiting to welcome you. Be sure to visit our showroom to see the new 1949 line.

# EFFANBEE

Only **EFFANBEE** makes

# Dy-Dee

the bright-as-a-button cuddly charmer who drinks from her own bottle . . . cries appealingly with her magic pacifier . . . blows the biggest, beautifulest soap bubbles. Dy-DEE's as cute as a kitten with her exciting layettes . . . her shiny new diaper container . . . her wonderful bathinette. No wonder Dy-DEE's the number one dream doll with America's youngest set!

# Midge

## the perfect doll

- She Cries
- She Sobs
- She Drinks
- She Wets

- Pure, durable 100% natural rubber latex
- Stuffed with Foam Rubber
- Trained Drinking-Wetting Feature
- Unbreakable Plastic Head
- Movable legs, arms and eyes
- Expertly molded features
- Each Doll individually and attractively boxed
- New outstanding promotional numbers

- Also attractively dressed. Sizes: 10" - 12" - 15" - 19"
- Layettes
- Attractive display box layettes

**Imperial Crown**

**TOY CORP.**

# Realistic

## GERBER

# Play Dolls

**Made of Vinyl**

## ✱HAND PAINTED CLOTHES AND FEATURES!

- **FIT DOLL-HOUSE FURNITURE**
- **SKIN-LIKE TEXTURE • PERFECT DETAIL**
- **EASY TO WASH • FLEXIBLE & UNBREAKABLE**

TODAY . . . KIDDIES WANT REALISM IN THEIR TOYS! And here are dolls so life-like they can almost speak. Gerber PLAY-DOLLS are made of flexible vinyl and they are just big enough to fit standard doll-house furniture. **THERE'S NOTHING LIKE 'EM ON THE MARKET.**

## FOR EXTRA-FAST TURNOVER DISPLAY THEM WITH DOLL-HOUSE FURNITURE

**SIT AT TABLE • STAND AT DRESSER**
**SIT ON BED • STAND AT RADIO**
**SIT AT VANITY • LIE ON BED**

✱ ***Each doll is artistically hand painted in beautiful, non-toxic colors. Some are BRUNETTES . . . some are BLONDES. The lips are a natural pink, the eyes are a vivid blue. The little sweater, skirt, sox and shoes come in a variety of pleasing colors.***

SITTING DOLL
CAT. NO. D-300

STANDING DOLL
CAT. NO. D-301

PRICED TO RETAIL FOR

**10¢ EACH**

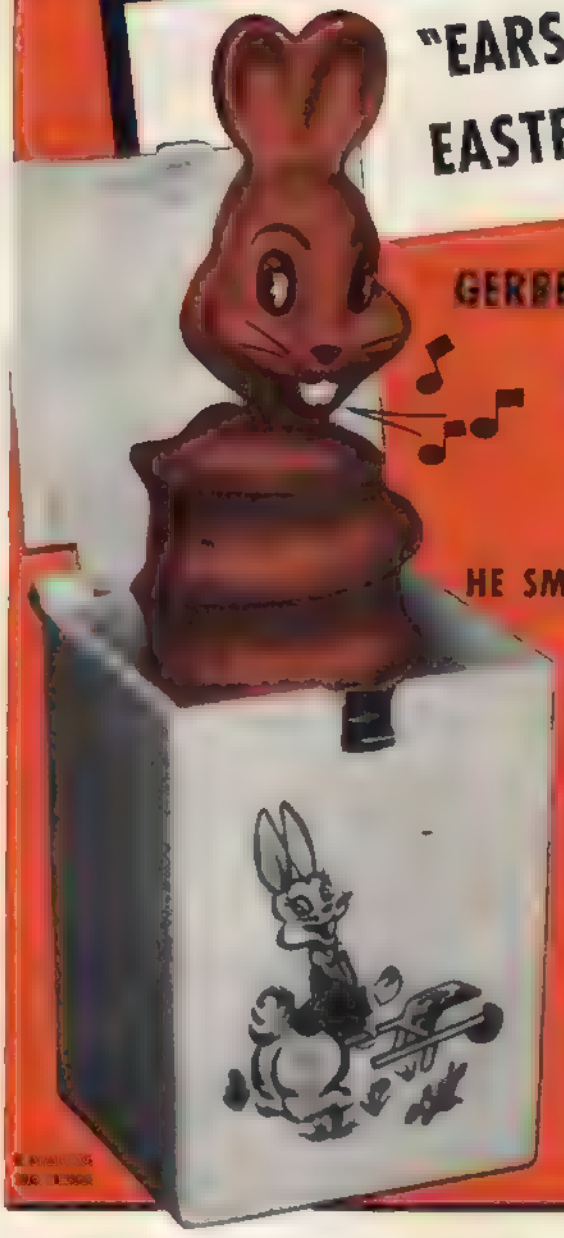
SUGGESTED RETAIL PRICE

Gerber Plastic Co.

SAINT LOUIS, MO., U.S.A.

BENJ. PORTUGAL • NEW YORK SALES AND SHOW ROOM
ROOM 534, 200 5TH AVE. • NEW YORK, N. Y.

"EARS" AN UNUSUAL EASTER *Action Toy!*



GERBER *Bunny*

JACK-IN-THE-BOX

*Molded of Lustron*

HE SMILES AND WHISTLES • SAFE AND STURDY
WON'T STARTLE OR FRIGHTEN

Easter is the time for Bunnies. And here is a new BUNNY Jack-In-The-Box action toy that has tremendous human interest appeal. Just look at him *smile* . . . listen to him *whistle* as he jumps happily out of the box. Your customers are action toy minded. So, give them what they want . . . give them all they want—at a mighty nice profit to you. Feature Gerber BUNNY Jack-In-The-Box. Brother IT SELLS!!

WE MULTIPLY FAST, WE SELL FAST TOO, WHEN FEATURED AT . . .

98¢

Suggested Retail Price

TRULY A "POP-UP-ULAR" TOY THAT HAS NO EQUAL!

Each toy is individually packaged. Order by catalog number B-500. Minimum order 4 dozen. Standard shipping carton contains 4 dozen weighing 18 lbs.

ORDER 'EM TODAY

Gerber Plastic Co.
308-10 SOUTH EIGHTH ST.
SAINT LOUIS 2, MISSOURI

NEW YORK & CHICAGO — Benj. Portugal. Room 534 200 5th Ave., New York, N. Y.

SAINT LOUIS & SOUTH — Alvin M. Goldstein 1524 Market St. St. Louis 3, Mo.

DENVER, COLORADO — Lindsay Bergstrom Co. Mercantile Bldg., 15th and Arapahoe, Denver, Colorado

SAN FRANCISCO, CALIF. — Glenn B. White & Assoc. Merchandise Mart 1355 Market St., San Francisco 3, Calif.

PORTLAND, OREGON — Glenn B. White & Assoc. — Fred S. Johnson P. O. Box 522, Portland 7, Oregon

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PENNY SINGLETON

Penny Singleton and her doll-daughter, Susan, visit the Hollywood Doll Mfg. Co. in Glendale. Through these portals pass the most beautiful dolls in the world—not only referring to Penny Singleton and Susan, but the thousands of Hollywood Dolls stacked against the walls, for delivery to small "collectors" all over the world.

Each Hollywood Doll, with her own little story, comes packed individually in an attractive box.

•

**All Hollywood Dolls with Movable Heads, Arms and Legs**

•

Nursery Rhyme Series
Idyll Series
Lucky Star Series
Little Friends Series
Garden Series
Playmate Series
Toyland Series

SAGITTARIUS
LUCKY STAR SERIES

**At the TOY FAIR**

See Hollywood Dolls at our Permanent Exhibit:

CHARLES H. CARROLL
Room 351 - Fifth Avenue Building

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**1708 Standard Avenue, Glendale 1, Calif.**

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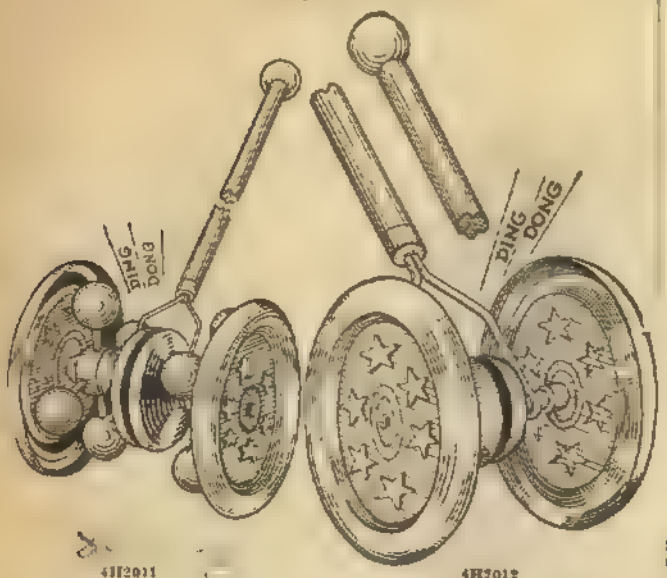
SALLY BEASLEY - - - - - - - 1025 Santa Fe Bldg., Unit No. 2, Dallas 2, Texas

# Gong Bell

## Novelty Push Chime




4H2011 4H2012

Heavy gauge enameled steel, 5¼ in. wheels, plated gongs. Eight attractive rainbow colored balls. Extra large gongs. Hardwood push handle 18½ inches long.

| Stock No. | Mfr's. No. | lb Doz | Cat. List DOZEN |
|---|---|---|---|
| 4H 2011 | 145 | 17½ | $14.95 |

One-quarter dozen in a carton

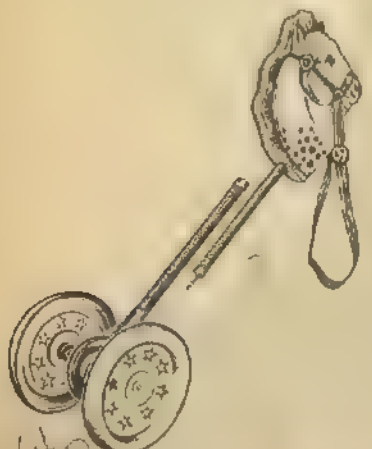
## Push Chime

Heavy gauge, 5¼ in. steel wheels. Plated gongs. Attractive enameled wheels. Harwood handle 18½ in. long. 4 pieces in a box.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2012 | 525 | 18 | $9.50 |

One-third dozen in a box; eighteen dozen in a carton

## Hobby Chime

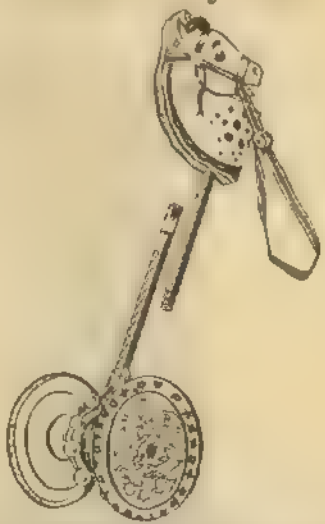


Extra strong steel wheels and plated gongs. Lithographed design of horse's head. Jingle bells on reins.

| Stock No. | Mfr's. No | Inches Lgth. | Wd. | Ht. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 2016 | 86 | 28½ | 6½ | 8¾ | 24 | $21.55 |

Two dozen in a carton.

## Rainbow Hobby Chime

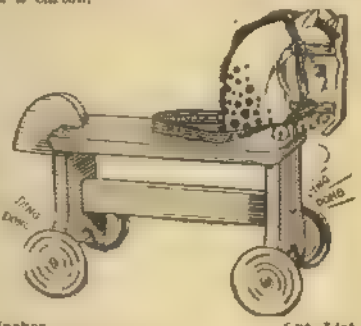


Beautifully lithographed disc wheels. Two pairs of chime gongs. Many colored revolving wood balls. Lithographed horse's head with reins and bell. Length 32 in., wheels 7 in. diameter. Each in box.

| Stock No. | Mfr's. No. | lb Ctn. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2021 | 819 | 54 | $34.00 |

One and one-half dozen in a carton.

## Horse Rider

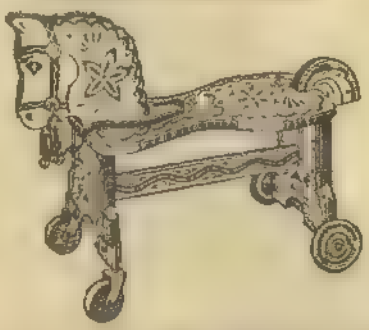



Extra strong steel wheel and steel plated gongs. Lithographed design of horse's head. Strong rounded edge seat. Strong wood legs.

| Stock No. | Mfr's. No. | Inches Lgth. | Wd. | Ht. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 2018 | 301 | 19⅝ | 8¼ | 18⅝ | 54 | $39.40 |

One dozen in a carton.

## Palomino Horse Rider



Modern design rider toy. Bright lithographed colors. Steel rear wheels, gongs and axel. Caster front wheels. Strong construction. For pre-school tots. Length of seat 18 in., width 9⅛ in., height 18 inches. One in a box knocked down. Easy assembly.

| Stock No. | Mfr's. No. | lb Ctn. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2017 | 302 | 75 | $56.45 |

One dozen in a carton.

# Gong Bell

## Rocking Horse

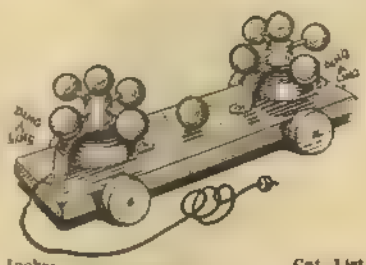
Modern design rider toy. Bright lithographed colors. Steel rear wheels, gongs and axle. Caster front wheels. Strong construction. For pre-school tots. Length of seat 16 inches, width 9¾ inches, height 18 inches. Each in a box knocked down. Easy assembly.

| Stock No. | Mfr's. No. | lb. Ctn. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2019 | 303 | 75 | $65.35 |

One dozen in a carton.

## Ring-A-Round

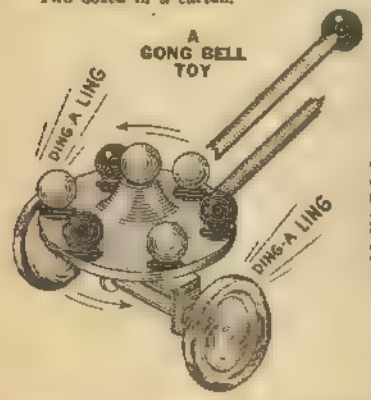
Steel platform. 8 rainbow colored revolving balls spin in opposite direction. Two large nickeled steel gongs ring merrily. Musical sound and colorful action. Each in box.




| Stock No. | Mfr's. No. | Inches Lgth. | Wd. | Ht. | lb. Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 2014 | 851 | 13¾ | 4⅞ | 5⅝ | 25 | $22.00 |

Two dozen in a carton.

## Whirly Gig




A bright metal plate containing an assortment of colored balls, whirls around as this push chime is rolled along. All steel wheels of heavy gauge. Bright nickel gongs. Length 22½ inches, width 7⅛ inches. Packed 3 pieces in a box with handles.

| Stock No. | Mfr's. No. | lb. Ctn. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2022 | 915 | 53 | $17.95 |

Three dozen in a carton.

## Ding Dong Doggies

All steel platform enameled in bright color. Moving arms ring bell. Lithographed characters.

| Stock No. | Mfr's. No. | Inches Lgth. | Wd. | Ht. | lb. Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 2015 | 853 | 14½ | 5 | 7½ | 28 | $22.00 |

One dozen in a carton.

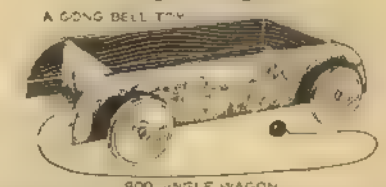
## Tractor Chime

Beautifully lithographed farmer boy character. Heavy gauge steel wheels and gongs. Sturdy construction throughout and amusing. Front axle assembly gives humorous action as toy is pulled along.

| Stock No. | Mfr's. No. | Size In. | lb. Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2025 | 240 | 9¾x8½x5½ | 24 | $16.25 |

Two dozen in a carton.

## Jingle Wagon




800 JINGLE WAGON

Colorful barnyard design. Sturdily constructed with metal bushings on axle. Four large size steel nickel plated chime wheels. Length 15⅛ in., width 8¼ in., height 3⅛ in. Each in a box.

| Stock No. | Mfr's. No. | lb. Ctn. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2023 | 900 | 50 | $24.20 |

One and one half dozen in a carton.

## Clown Chime

860 CLOWN CHIME

Bright lithographed colors. Strong metal construction. Nickeled gongs. Pleasing chime sound.

| Stock No. | Mfr's. No. | Size In. | lb. Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2024 | 860 | 11⅛x8½x4⅝ | 16 | $23.70 |

Two dozen in a carton.

## Gong Bell Phone

Metal telephone with spring return dial. 2 bright plated bells. Assorted colors.

| Stock No. | Mfr's. No. | Base Size In. | lb. Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2010 | 0685 | 6½x4 | 13¼ | $14.45 |

One in a box. Three dozen in a carton.

VOICE PHONE 0685

Playphone with voice.

| Stock No. | Mfr's. No. | lb. Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2009 | 0685 | 16 | $20.60 |

Two dozen in a carton.

# Steel Stamping Co.

## Dial French-Phone

Oval base. Finished in black with ivory dial and green base cover. On turning, the dial automatically returns and rings bell. Height 8 inches, base 5½ inches, receiver 7⅛ inches. Individually packed.

| Stock No. | Mfr's. No. | lb. Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3201 | 50 | 12½ | $13.10 |

One dozen in a carton.

# Fisher Price

## Donald Duck Xylophone

This action is new and original. Donald's arms sweep across the keyboard from side to side and up and down, and he hits each one of the five keys.

| Stock No. | Mfr's. No. | Inches Lgth. | Ht. | Wd. | lb Dz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 1079 | 177 | 11 | 13 | 6 | 38 | $32.00 |

One dozen in a carton.

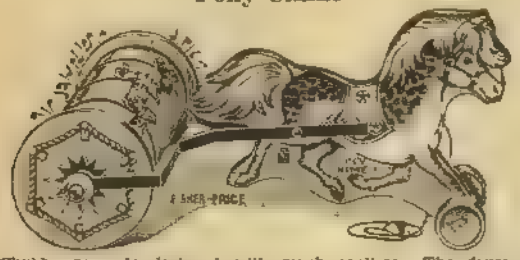
## Galloping Horse and Wagon

This big farm horse and bright, roomy wagon goes "clip-clop" as he gallops. Head and front quarters bob up and down. Arches back, and rear quarters move realistically. Horse and wagon are lithographed in bright colors. Wheels are yellow enamel. Shafts and action wires are steel. Size: 17 in. long, 6 in. wide, 5¼ in. high. Packed one in a box.

| Stock No. | Mfr's. No. | lb Dz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 1087 | 737 | 25 | $20.90 |

One dozen in a carton.

## Pony Chime

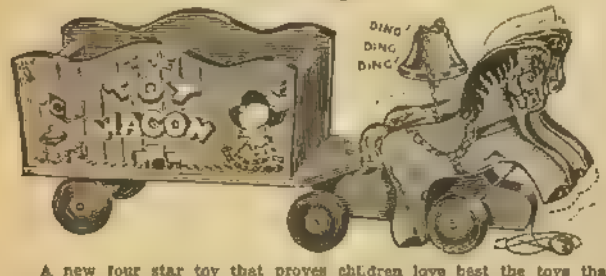



Chubby pony is designed with much realism. The drum, lithographed in 5 colors, portrays the theme of a moving merry go round. When toy is pulled, three brilliantly colored horses give the rotating, galloping movement of merry-go-round steeds. Patented action inside drum gives a tuneful chime. Wood horse, brightly lithographed wood wheels. Metal cylinder and shafts. Size: 13¾ in. long, 10 in. wide, 6¾ in. high. Packed one in a box.

| Stock No. | Mfr's. No. | lb Carton | Cat. List DOZEN |
|---|---|---|---|
| 4H 1088 | 758 | 40 | $23.00 |

Two dozen in a carton.

## Toy Wagon




A new four star toy that proves children love best the toys that carry out some familiar act of their own. The Toy Wagon is a roomy wagon which will hold many playthings. It is pulled along by two prancing ponies whose actions ring a large bell. It can turn sharp corners and in every respect acts just like a child's version of a real life size wagon. Enameled wood wheels. Brightly lithographed ponies and wagon sides. Wood construction.

| Stock No. | Mfr's. No. | Inches Lgth. | Wd. | lb Dozen | Cat. List DOZEN |
|---|---|---|---|---|---|
| 4H 1071 | 171 | 17⅜ | 7½ | 84 | $32.00 |

Each in a box. One dozen in a carton.

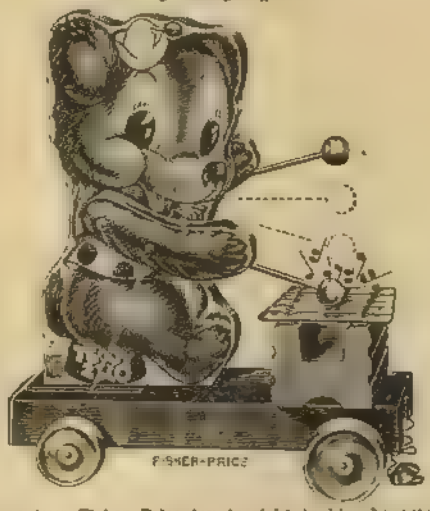
## Snoopy Sniffer

The personality pup with a concealed and surprisingly loud "sniff". Walks close to the ground with a jointed-leg, rambling gait that brings down the house. Solid wood, four color lithography, coil spring tail.

| Stock No. | Mfr's. No. | Size In. | lb Dozen | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 1077 | 180 | 16½x6x5½ | 80 | $28.70 |

One in a box; one dozen in a carton.

## Teddy's Xylophone




This ingenious Fisher Price toy is right in his character with his movie build-up. Teddy's swinging arms play all five xylophone keys. Brilliant colors, brightly enameled platform and contrasting wheels. A promotional item with sales sizzle!

| Stock No. | Mfr's. No. | Size In. | lb Dozen | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 1075 | 752 | 10½x9x4⅝ | 24 | $23.00 |

Two dozen in a carton.

## Woofy Wagger

Solid wood construction, realistically lithographed. Enameled wood base and wheels. When pulled along has playful "woof-woof" concealed vibrator type voice. Size 9⅝ in. high, 8⅝ in. long, 4 in. wide. Packed one-half dozen in a box.

| Stock No. | Mfr's. No. | lb Carton | Cat. List DOZEN |
|---|---|---|---|
| 4H 1089 | 447 | 20 | $10.70 |

Two dozen in a carton.

Freight, Second Class

## *JOHNSTON EASY RUNNING*

# ALL STEEL LAWN MOWER

Your customers will like the Johnston All-Steel Lawn Mower because of its better, cleaner, quicker and more dependable cutting. It shears perfectly clean with a minimum of effort and is by far the easiest running mower made. Many commercial operators prefer its lightweight and ease of handling.

**THE ORIGINAL ALL-STEEL LAWN MOWER**

- Five Crucible Steel Blades . . . Induction Hardened.
- Tubular Steel Handle.
- Molded Rubber "Comfort Grips".
- Reinforced Steel Frame and Chassis.
- Unbreakable Steel Wheels; Bronze Bearings.
- Anti-Skid Over-Size "Age Resisting" Rubber Tires.
- Chrome Plated Shrub Bar.
- New Departure Separable Type Ball Bearings.
- Micrometer Adjustment . . . Simple and Accurate.
- Baked Enamel Finish.

## FEATURES

**EASY TO OPERATE**—Achieving the first two objectives, LIGHT WEIGHT, EASE OF OPERATION must naturally follow. The JOHNSTON is easy running because the operator pushes less weight, because it is properly balanced; because of its fine frictionless bearings and the free running adjustment.

**BED KNIFE**—High carbon crucible steel—induction hardened—1-piece lipped blade.

**ADJUSTMENT**—Micrometer Screw on each side of cutter bar.

**WHEEL GEAR**—Formed steel—case hardened.

**SILENT**—The precision manufacture of the JOHNSTON permits the free running adjustment not possible to obtain with the ordinary mower. The reel knives do not actually hammer against the bed knife, but are adjusted for a clearance about equal to the thickness of a sheet of newspaper. With this adjustment the JOHNSTON will mow the lawn smoothly, evenly, silently.

**PINION GEAR**—Laminated construction—all steel—case hardened. Drive is in direct radial line from gear to pawl—no overhanging drive.

**BEARINGS**—Reel—New Departure separable type ball bearing protected with labyrinth type oil and dust shields. Wheels—large bronze bearings.

**ROLLER**—Selected hardwood—2¼" diameter—with steel bearings in each end.

**WHEELS**—Pressed Steel.

**LUBRICATION**—Packed with high grade lubricant adequate for season of hard usage. Easily repacked.

**TIRES**—10.50 x 1.75 rubber rushion tires.

**LIGHT**—As in the development of other modern mechanical products, JOHNSTON Engineers have turned to lighter, stronger materials and through correct design affected a saving in weight while also materially strengthening the mower.

**PRACTICAL**—There is no longer any reason for the annoyance of a noisy mower. The silent drive, the high quality non-adjustable frictionless bearings, the free running adjustment (the reel does not grind against the cutter bar) give silent effortless operation.

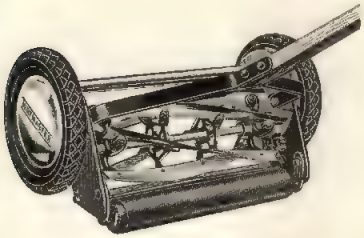
| Lawn Mowers, Nos. | A490J16 | A490J18 |
|---|---|---|
| Width Cut, In. | 16 | 18 |
| Cutting Height, In. | ⅜-2½ | ⅜-2½ |
| Diameter Reel, In. | 6 | 6 |
| Weight Each, Lbs. | 38½ | 40¼ |
| Each | $39.90 | 41.30 |

# LAWN MOWERS

Freight, Second Class

**Ball Bearing—Rubber Tires—Self-Sharpening**

**Fully Sharpened, Perfectly Adjusted and Thoroughly Lubricated Before Leaving Factory.**

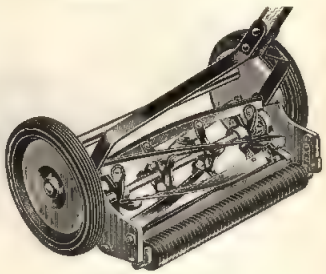


## THE QUIET TURFMASTER

**Streamlined — Easy Running — Quiet**

**Wheels**—10-inch diameter—Semi-pneumatic rubber tires—Chromium hub caps.
**Revolving Cutter**—Ball bearing—6-inch diameter—Five alloy steel blades.
**Bed Knife**—Extra heavy—Lipped—Alloy steel.
**Shrub Rod**—Large—Chromium.
**Roller**—Large—Rubber.
**Handle**—Attractive steel.

| Lawn Mowers, Nos. | A491C16 | A491C18 |
|---|---|---|
| Cutting Width, Inches | 16 | 18 |
| Shipping Weight, Lbs. | 46 | 48 |
| Each | $31.30 | 32 50 |

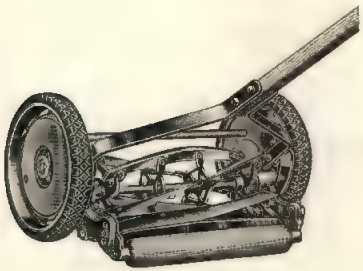


## THE GRASS GROOMER

**Attractive — Modern — High Grade**

**Wheels**—10-inch diameter—Semi-pneumatic rubber tires
**Revolving Cutter**—Ball bearing—6-inch diameter—Five alloy steel blades
**Bed Knife**—Lipped—Alloy steel.
**Shrub Rod**—1-inch diameter.
**Roller**—Rubber.

| Lawn Mowers, Nos. | A491G16 | A491G18 |
|---|---|---|
| Cutting Width, Inches | 16 | 18 |
| Shipping Weight, Lbs. | 47 | 49 |
| Each | $28.50 | 30.00 |

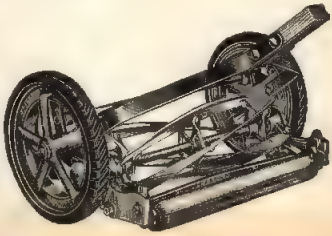


## THE DIAMOND DELUXE

**Quiet — Easy Running — High Grade**

**Wheels**—10-inch diameter—Solid rubber tires.
**Revolving Cutter**—Ball bearing—6-inch diameter—Five alloy steel blades—Patented ball bearing assembly with cups and cones guaranteed never to wear out or require adjustment—Malleable alloy spindles—⅝-inch shaft.
**Knife Bar**—Sturdy—Mounted on shoulders
**Bed Knife**—Fine alloy steel—Detachable.

| Lawn Mowers, Nos. | A491D16 | A491D18 |
|---|---|---|
| Cutting Width, In. | 16 | 18 |
| Shipping Weight, Lbs. | 44 | 45 |
| Each | $27.30 | 28.50 |



## THE TOMAHAWK

**Reliable — Economical — Lightweight — Easy Running**

**Wheels**—10-inch diameter—Solid rubber tires
**Revolving Cutter**—Ball bearing—Five knives.
**Adjustment**—Set screw—Accurate—Simple.

Each

**No. A491W16 — Lawn Mowers**; cutting width 16 inches; shipping weight 44 lbs. ..... $23.00

Freight, Second Class

# JOHNSTON GASOLINE POWER LAWN MOWERS

### Smooth-Cutting, Precision-Built Mowers Combine Lightness of Weight With Lasting Stamina

**Engine** — Briggs & Stratton, 4-cycle — A powerful, compact and dependable engine that starts easily—Equipped with oil bath air cleaner, one-quart gasoline tank, rope starter, magneto ignition and built-in governor.

**Clutch** Engages either automatically or by convenient knob on handle—Simply raising handle of mower engages clutch automatically, lowering handle releases it Convenient, finger-tip control knob on handle for switching to manual operation.

**Drive**—Simple V-belt from engine to sturdy power shaft mounted on self-oiling self-aligning bronze bearings—From power shaft to reel, drive is through heavy duty roller chains and hardened steel sprockets—Spring-loaded ball bearing belt tightener eliminates necessity for belt adjustments

**Chassis**—High grade steel construction throughout, including rigid cutter bar, side frames and wheels.

**Reel** 6-inch diameter—Five heat-treated chrome molybdenum steel blades—Rugged reel shaft mounted on New Departure precision ball bearings, oil and dust shielded

**Bed Knife**—Rigid steel section for perfect alignment with removable lipped blade of heat-treated chrome molybdenum steel highly resistant to wear.

**Adjustment** Precision adjustment by single micrometer thread screw on each side of cutter bar—No special locking device necessary.

**Traction Wheels**—Sturdy, all-steel wheels with hardened steel internal gear—Oilite bronze bearings

**Pinion Gears**—Long-life, laminated all steel—Pawl drive directly in line with gear teeth—No overhanging drive.

**Rear Roller**—Three-section for easy turning—Selected hardwood 2¼ inch diameter with steel bearings in each end

**Speed Range**—Automatically controlled at throttle setting convenient to operator.

**Lubrication**—All moving parts on cutting unit packed with high grade lubrication for a season of hard usage—Easily repacked.

**Handle**—Strong tubular steel with comfortable rubber grips.

**Tires**—Wide 10.50x1 75 air cushion.

**Finish** Baked enamel.

| Lawn Mowers, Nos. | A492P18 | A492P20 | A492P22 |
|---|---|---|---|
| Cutting Width, Inches | 18 | 20 | 22 |
| Cutting Height, Inches | ½x2½ | ½x2½ | ½x2½ |
| Horse Power | 1.1 | 1.6 | 2 |
| Speed Range, M. P. H. | 2—4 | 2—4 | 2—4 |
| Weight, Lbs. | 90 | 95 | 100 |
| Each | $155.25 | 170.26 | 185.25 |

# STANDARD GASOLINE POWER LAWN MOWERS

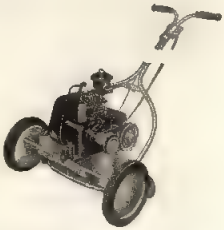
### Sturdy Construction for Maximum Performance Easy to Operate

**Controls**—Variable speed — Positive-acting, idler pulley clutch and throttle—Lever at finger tips—Sectional rollers for easy turning

**Engine**—Briggs and Stratton 1.1 H. P., 4-cycle, air-cooled engine—governor controlled.

**Handle**—Floating tubular steel, with rubber hand grips.

**Trim**—Attractive orange-red and green baked enamel finish—Chrome steel hub caps



A heavy duty mower of all heavy gauge steel construction. Five heat-treated crucible steel blades Rugged, crucible steel, lipped bed knife Bronze bushings in wheels and countershaft. Timken bearings in reel shaft. Strong grey iron pinions ¾ inch chrome steel shafts Diamond roller chain and sprocket transmission Strong grey iron 10½-inch wheels with semi-pneumatic rubber tires. Alemite Zerk lubrication.

| | Each |
|---|---|
| **No. A492H18—Lawn Mowers;** cutting width 18 inches· adjustable cutting height, shipping weight 130 lbs.. | $132.00 |

# Beat this Value if You Can!

## "Lingerie Lou"

A Genuine Plastic

**DRESS-ME DOLL**

- Removable plastic panties and bra (white, blue, black)
- Washable, unbreakable plastic body
- Genuine mohair wig (blonde, brunette, redhead)
- Movable head and arms
- Hand-painted features and shoes
- Individually packaged in sales-appealing window-box.

***The FIRST of many DRESS-ME DOLL values to come.... WATCH FOR THEM!***

ACTUAL SIZE

**ALSO AVAILABLE UNDRESSED TO MANUFACTURERS**

*Write for Information*

**49¢ RETAIL**

**DOLL BODIES, INC.**

200 FIFTH AVENUE NEW YORK 10, N. Y.

EVERY JUNIOR COWBOY AND

# Official Roy

"King of the Cowboys"

# BINOCULARS

REPUBLIC PICTURES STAR

**3 X PLUS**
(3 POWER PLUS)

Pebble Grain Simulated Leather

**$2.98** RETAIL

Carrying Case 59c

- Available in four very attractive Two-Tone color combinations:
  BROWN & BEIGE MAROON & BEIGE
  BLACK & BEIGE BLUE & BEIGE
- Pitch polished, perfectly matched, optically ground and polished lenses
- Inter-pupillary adjustment for individual eye separation
- Center screw for accurate focusing
- Large objective lenses—wide field of vision
- Eye lenses recessed to eliminate light and reflections

**IMMEDIATE DELIVERY** on both BINOCULARS and CAMERA!

**Herbert George Co.**
*Precision Manufacturers of Toys and Optical Specialties*
311 North Desplaines Street • Chicago 6, Illinois

## COWGIRL IN AMERICA WANTS:

# Rogers

# Real CAMERA

Not toys but a *real* camera and *real* binoculars — selected and endorsed by the ROY ROGERS ORGANIZATION as ideally styled and ideally made for the junior cowboys and cowgirls of America — to be featured in Toy Departments all over the nation!

• Both items will be backed up by real ROY ROGERS promotions in the *movies*—on *radio* and *television* —in *magazines* and *newspapers!*

- **Meniscus Lens**
- **Telescopic Sight**
- **Easiest Operation**

**$2.98** RETAIL TAX INCLUDED

12 PICTURES TO ROLL OF STANDARD 620 FILM— PICTURES, 2¼ x 2¼ INCHES

Never before a camera so fine—so attractive and easy to operate at so low a price! GUARANTEED TO TAKE CLEAR, SHARP PICTURES WHEN OPERATED BY ANY CHILD SIX YEARS OF AGE AND UP!

ROY ROGERS Camera Clubs will be formed in every city in the United States! Be the first to cash in on this terrific promotion!

CASH PRIZES MONTHLY—
GRAND PRIZE
ANNUALLY!

**IMMEDIATE DELIVERY!**

New York Office:
ROOM 420
200 FIFTH AVENUE BUILDING

**Herbert George Co.**

Precision Manufacturers of Toy and Optical Specialties

311 North Desplaines Street — Chicago 6, Illinois

# Velocipedes

## Speedster

Frame—1¼ inch tubular, cold rolled steel
Head—Large round with plated caps
Platform—Attractively stamped of heavy gauge steel.
Fender—New style roller type
Pedals—Black rubber.
Handlebar—¾ inch single adjustable, enameled white.
Saddle—Moulded rubber top, adjustable
Wheels—Heavy machine spoke, front wheel ball bearing
Tires—⅞ inch solid rubber
Finish—Frame, fork, fender, platform in Vermilion baked enamel, wheels and pan ing in white

| Stock No. | Mfr's. No. | Wheels In. Front | Rear | lb Each | Cat. List EACH |
|---|---|---|---|---|---|
| 66H 9860 | F-290 | 10 | 6 | 14 | $10.50 |
| 66H 9861 | F-291 | 12 | 8 | 16 | 12.30 |

One in a carton

## Racer

Frame—1¼ inch tubular, cold rolled steel
Head—Large round with plated caps
Platform—Attractively stamped of heavy gauge steel.
Pedals—Black rubber.
Handlebar—¾ inch single adjustable, enameled white
Saddle—Metal non-adjustable.
Wheels—Heavy machine spoke, 10 inch front, 6 inch rear.
Tires—⅞ inch solid rubber
Bearing—Graphite bronze bearing on front whee
Finish—Frame, fork, platform and saddle in Vermilion baked enamel. Wheels, handlebar in white baked enamel

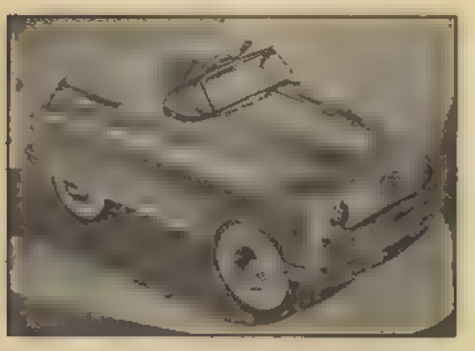
| Stock No. | Mfr's. No. | Wheels In. Front | Rear | lb Each | Cat. List EACH |
|---|---|---|---|---|---|
| 66H 9862 | F-280 | 10 | 6 | 12 | $8.50 |

One in a carton

# Juvenile Vehicles

## Mercury

## Torpedo



Dimensions—Length 39 inches, width 17 inches
Material—Heavy gauge steel in body and undergear
Bumper—Front and rear, chrome plated
Radiator and Hood Ornaments—Chrome plated.
Windshield—Chrome plated
Headlamps—Dummy type, chrome plated
Seat Pad—Fabric type
Wheels—Double steel disc 8 inches.
Radiator Grille—Chrome plated.
Tires—1 inch tread, solid rubber.
Rear Axle—Ball bearing
Pedals—Rubber block.
Finish—Body in light gray, trim, Vermilion, wheels, Vermilion.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9880 | F-340 | 39 | $29 65 |

One in a carton.

## Comet

Dimensions—Length 39 inches, width 17 inches
Material—Heavy gauge steel in body and undergear.
Bumper—Front and rear, silver painted
Radiator Ornament—Plated
Windshield—Enameled silver
Headlamps—Dummy type, chrome plated
Seat Pad—Fabric type.
Wheels—Double steel disc 8 inches
Rear Axle—Ball bearing.
Tires—⅞ inch solid rubber.
Pedals—Rubber block
Finish—Body in maroon baked enamel with Vermilion steering wheel and Vermilion wheels.

| Stock No. | Mfr's No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9881 | F-330 | 38 | $25 90 |

One in a carton.

# Juvenile Vehicles

## Mercury

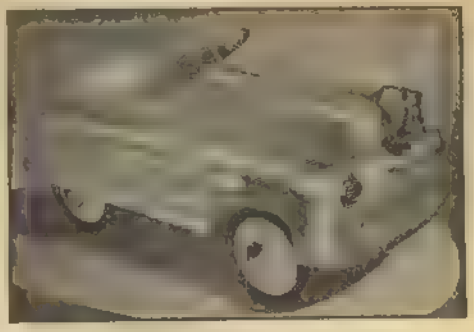
### Station Wagon

Dimensions—Length 44½ inch, width 15½ inch
Materials—Heavy gauge steel used in body and undergear.
Bumper—Front bumper enameled in white
Radiator Ornament—Chrome plated
Windshield—White enameled
Hand Rails—Tubular steel enameled white.
Seat Pad—Fabric type
Wheels—Double disc 8 inches
Pedals—Rubber block.
Finish—Body and box in maroon baked enamel. Body trimmed in hardwood grain

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9886 | F-641 | 38 | $26.15 |

One in a carton.

### Fire Chief

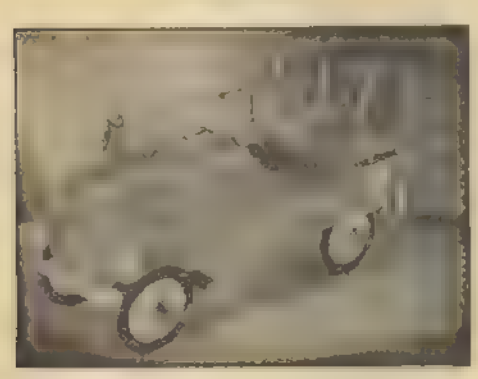


Dimensions—Length 39 inches, width 17 inches
Materials—Heavy gauge steel used in body and undergear
Firechief Bell—Streamlined chrome plated
Headlamps—Dummy type, chrome plated.
Seat Pad—Fabric type
Radiator Ornament—Chrome plated
Bumper—Front and rear, silver painted.
Wheels—Double steel disc 8 inches.
Pedals—Rubber block.
Tires—⅝ inch solid rubber
Rear Axle—Ball bearing
Finish—Body in Vermilion baked enamel with silver trim, white wheels

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9882 | F-531 | 38 | $25.90 |

One in a carton.

### Fire Truck

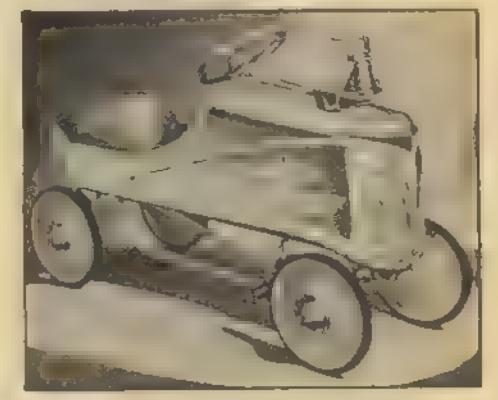


Dimensions—Length 44½ inch width 15½ inch
Materials—Heavy gauge steel used in body and undergear.
Bumper—Front bumper enameled in white
Fire Chief Bell—Chrome plated
Windshield—White enameled
Ladders—Two wooden varnished ladders
Hand Rails—Two tubular rails enameled white
Seat Pad—Fabric type
Wheels—Double disc 8 inches
Pedals—Rubber block.
Tires—⅝ inch solid rubber.
Finish—Body in Vermilion baked enamel with white trim

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9887 | F-640 | 36 | $26.15 |

One in a carton.

### Fire Chief



Dimensions—Length 33½ inches, width 16 inches.
Materials—Heavy gauge steel used in body and undergear
Bell—Chrome plated.
Pedals—Rubber block
Wheels—Double steel disc 8 inches
Tires—⅝ inch solid rubber
Finish—Body red with white trim.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9885 | F 506 | 25 | $17.10 |

One in a carton.

# Juvenile Vehicles

## Mercury

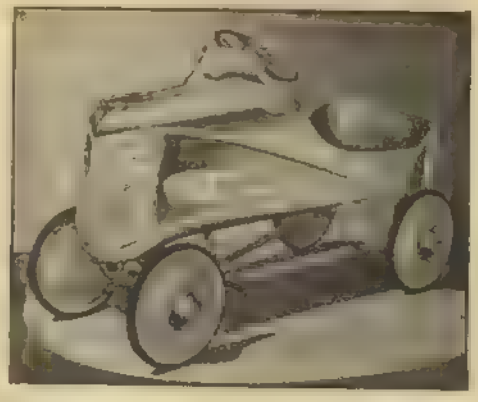
### Pontiac

Dimensions—Length 35 inches, width 15½ inches
Materials—Heavy gauge steel used in body and undergear.
Radiator Ornament—Chrome plated.
Windshield—White enameled.
Seat Pad—Fabric type
Pedals—Rubber block.
Wheels—Double steel disc 8 inches.
Tires—⅞ inch solid rubber.
Finish—Body in blue enamel with white trim.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9883 | F-550 | 25 | $21.00 |

One in a carton.

### Rocket



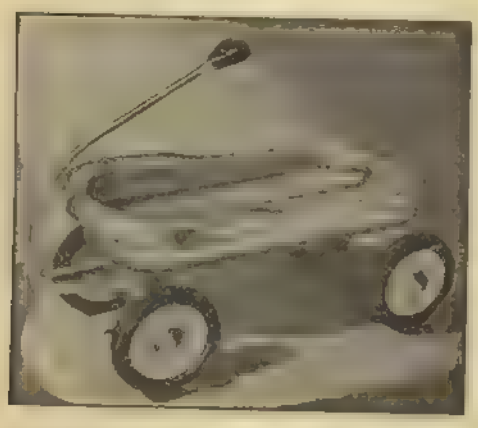
Dimensions—Length 33½ inches, width 16 inches.
Materials—Heavy gauge steel used in body and undergear
Radiator Ornament—Chrome plated
Windshield—White enameled
Pedals—Rubber block.
Wheels—Double steel disc 8 inches.
Tires—⅞ inch solid rubber
Finish—Body in brilliant green with white trim.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9884 | F-505 | 25 | $17.10 |

One in a carton.

# Wagons

### Super Deluxe

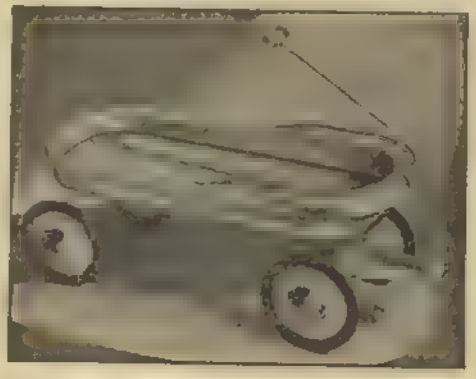


Dimensions—Length 36 inches, width 17 inches.
Materials—Box and undergear of heavy gauge steel.
Handle Grip—Rubber.
Tongue—¾ inch cold rolled tubing, chrome plated
Hub Caps—Chrome plated
Wheels—10 inch double disc, roller bearing.
Tires—1¾ inch semi-pneumatic
Finish—Box maroon and Vermilion enamel. Tongue is chrome plated with rubber grip. Silver undergear. Wheels in Vermilion with white enamel flange

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9890 | F-81 | 38 | $20.95 |

One in a carton.

### Deluxe



Dimensions—Length 36 inches, width 17 inches.
Materials—Box and undergear of heavy gauge steel.
Tongue—¾ inch cold rolled tubing
Hub Caps—Chrome plated
Wheels—10 inch double disc, roller bearing.
Tires—⅞ inch solid rubber
Finish—Box Vermilion and silver enamel; tongue and undergear silver enamel; wheels Vermilion

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9891 | F-80 | 32 | $15.35 |

One in a carton

Freight, Second Class

# CROSS CUT SAWS

## SIMONDS

**No. A44-13—Saws;** two cutting teeth to each raker; especially suited for cutting extra hard or frozen timber, wide pattern gives extra weight for fast cutting in large timber

| Length, Feet | 5 | 5½ |
|---|---|---|
| Width Center, In. | 6¼ | 6⅝ |
| Weight Each, Lbs. | 4⅜ | 5¾ |
| No. Gauges Taper | 5 | 6 |
| Each, Less Handle | $13.40 | 14.90 |

**No. A44-113—Saws;** two cutting teeth to each raker; narrow away back pattern; a fast-cutting saw in medium or small size hardwood; highly tempered to stay sharp longer in frozen timber

| Length, Feet | 5 | 5½ | 6 |
|---|---|---|---|
| Gauge at Tooth | 15 | 14 | 14 |
| Gauge at Back | 20 | 20 | 19 |
| Width Center, In. | 5¼ | 5½ | 5¾ |
| Weight Each, Lbs. | 4½ | 4¾ | 5⅛ |
| Each, Less Handle | $13.40 | 14.90 | 17.50 |

Lightweight and easy cutting; 5 gauges thinner on back edge; adapted for use on farms and construction jobs.

Each, Less Handles

**No. A44-200—Saws;** length 5½ feet; 15 gauge at tooth, 20 gauge at back, width center 5¾ in; weight each 4¾ lbs ..... $12.50

**No. A44-22—Saws;** Perforated lance tooth; wide pattern log saw for large timber; best cutting tooth for all but extra hard or frozen timber; large raker gullets do not "choke up".

| Length, Feet | 5 | 5½ |
|---|---|---|
| Width Center, In. | 6½ | 6⅝ |
| Weight Each, Lbs. | 4⅜ | 5¾ |
| Number Gauges Taper | 5 | 6 |
| Each, Less Handle | $13.40 | 14.90 |

**No. A44-133—Saws;** perforated lance tooth; cuts large or small timber fast and easy; has sufficient weight for large diameter logs, yet is narrow enough to be practical in second growth timber.

| Length, Feet | 5 | 5½ |
|---|---|---|
| Gauge at Tooth | 15 | 14 |
| Gauge at back | 20 | 19 |
| Weight Center, In. | 5¼ | 5½ |
| Weight Each, Lbs. | 4½ | 4¾ |
| Each, Less Handle | $13.40 | 14.90 |

## ATKINS BLUE END

**No. A44-550—Saws;** two cutting teeth to each raker; 14 gauge at cutting edge, 16 gauge at ends on back of saw; 20 gauge at back edge; for cutting jack pine, spruce, tamarack and hemlock

| Length, Feet | 5 | 5½ |
|---|---|---|
| Gauge at Tooth | 14 | 14 |
| Gauge Back at End | 16 | 16 |
| Gauge Back at Center | 20 | 20 |
| Weight Each, Lbs. | 4 | 4½ |
| Each, Less Handles | $14.50 | 14.90 |

## NORTHERN KING

**No. A44E—NARROW BLADE**

14 Gauge; Flat Ground

| Length, Feet | 5 | 5½ |
|---|---|---|
| Width at Center, In. | 3 | 3 |
| Weight Each, Lbs. | 3½ | 4 |
| Each, Without Handles | $5.20 | 6.60 |

**No. A44D—WIDE BLADE**

Champion tooth; two cutting teeth to each raker; filed and set, ready for use; special analysis crucible steel, polished and etched

14 Gauge, Two Gauges Thinner at Back

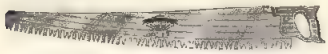
| Length, Feet | 5 | 5½ |
|---|---|---|
| Width at Center, In. | 5⅝ | 5⅞ |
| Weight Each, Lbs. | 4⅛ | 5⅛ |
| Each, Without Handles | $7.90 | 8.50 |

All Above, Open Stock

Freight, Second Class

## ONE MAN CROSS CUT SAWS

### SIMONDS



**No. A45-221—CHAMPION TOOTH**

**Crescent ground; skew back;** 15 gauge at cutting edge, 17 gauge on back at end; 19 gauge on back at handle; **two cutting teeth to each raker.**

| For Jackpine, Spruce, Tamarack and Hemlock | | | |
|---|---|---|---|
| Length, Feet | 3½ | 4 | 4½ |
| Width at Handle, In. | 6⅞ | 6⅞ | 6⅞ |
| Weight Each, Lbs. | 4½ | 5 | 6 |
| Each | $13.60 | 15.40 | 17.30 |

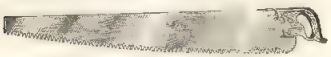
**No. A45-223—PERFORATED LANCE TOOTH**

**With Double Horn Handle**

**Crescent ground; skew back;** 15 gauge at cutting edge, 19 gauge at back edge; **four cutting teeth to each raker.**

| For Jackpine, Spruce and Tamarack | | | |
|---|---|---|---|
| Length, Feet | 3½ | 4 | 4½ |
| Width at Handle, In. | 6⅞ | 6⅞ | 6⅞ |
| Weight Each, Lbs. | 4½ | 5 | 6 |
| Each | $13 60 | 15.40 | 17.30 |

Above, Open Stock

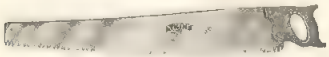


**No. A45-111—CHAMPION TOOTH**

**Flat ground; straight back;** with two closely-spaced cutting teeth and raker; for trimming up and limbing small or medium trees; fine for general use.

| | | |
|---|---|---|
| Length, Feet | 3½ | 4 |
| Width at Handle, In. | 7 | 7 |
| Weight Each, Lbs. | 4⅝ | 5 |
| Each | $8.60 | 9.50 |

### ATKINS



**No. A45-389—CEDAR KING**

Silver steel blade, taper ground, 15x19x17 gauge; does not bind; two sharp cutting teeth and raker; slight skew back and right amount of breast for fast and easy cutting; easy to file and set; has a beech handle with large hand hole, sanded sides, orange lacquered outside edge; horned grip; securely fastened to blade with two nickel screws and one medallion; filed and set ready for use.

| | | |
|---|---|---|
| Length, Feet | 3½ | 4 |
| Width at Handle, In. | 6¾ | 7 |
| Weight Each, Lbs. | 3½ | 4½ |
| Each | $13.50 | 15.40 |

### NORTHERN KING

**No. A45NK—CHAMPION TOOTH**

**Crucible saw steel; 14 gauge flat ground, straight back, polished, set and filed, ready for use; single horn handle; without supplementary handle.**

| | | |
|---|---|---|
| Length, Feet | 3½ | 4 |
| Width at Handle, In | 6 | 6⅛ |
| Weight Each, Lbs. | 3⅛ | 4 |
| Each | $6.20 | 7 30 |

All Above, Open Stock

## ONE-MAN CROSS CUT SAW HANDLES

### SINGLE HORN

Each

**No. A45H6 — Saw Handles;** single horn, beechwood; varnished edges; not bored; size 6x8 in.; weight dozen 7 lbs. ..... $1.80

**No. A45H7 — Saw Handles;** competitive grade; beechwood; Duco finish; weight dozen 7 lbs. ..... 1.05

Twelve in Box

### DOUBLE HORN

Each

**No. A45H8 — Saw Handles;** double horn; beechwood, with varnished edges; not bored; size 6x8 in.; opening 4½x2 in.; weight dozen 9 lbs. ..... $2.25

Open Stock

### SUPPLEMENTARY TOP

Each

**No. A45H9—Saw Handles;** beechwood grip; malleable ferrule and clamp; length 6 in.; wt. doz. 4 lbs. ..... $0.75

Six in Box

## TWO-MAN CROSS CUT SAW HANDLES

### SIMONDS

No. A45-6 No. A45-22

Per Pair

**No. A45-6 (6)—Saw Handles;** hickory grip, plain finish; malleable loop casting and washer; length handle 8¼ in.; length ferrule 3¼ in.; length saw slot 3½ in.; weight pair 2¼ lbs. ..... $2.35

**No. A45-22(32) -Saw Handles;** beechwood grip, plain finish; malleable ferrule and cup washer; wrought steel loop; length handle 7¾ in.; length ferrule 1⅝ in., length saw slot 4½ in.; weight pair 2 lbs. ..... 2.55

Ten Pair in Box

### STANDARD

No. A45 8 No. A45 10

Per Pair

**No. A45-8(8)—Saw Handles;** plain beechwood grip, malleable ferrule and cup washer; steel loop, length handle 8¾ in.; length ferrule 1¾ in.; length saw slot 4 in.; weight pair 1¾ lbs ..... $1.70

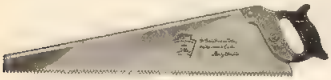
**No. A45-10—Saw Handles;** plain beechwood grip; malleable iron ferrule and cup washer, malleable loop; length handle 9 in.; length ferrule 1¾ in.; length saw slot 4 in.; weight pair 2 lbs. ..... 1.40

Ten Pair in Box

# DISSTON FINE HAND SAWS

Finest, Thin Back, Polished Disston Steel—Even Gauge Teeth, Even Taper Butt to Point and Tooth Edge to Back Weatherproof Handles—Comfortable Grips

Specify No. of Points When Ordering



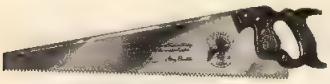
## DISSTON MASTERPIECE—LIGHTWEIGHT

Straight Back—Molded Handle

- Tough, Strong, Molded Handle. ◆ Four Hollow-Molded Dowels.
- Colored Handle Shields. ◆ Attached with Chrome-Plated Screws
- Handles Green and Red, Brown and Green or Brown and Orange
- Brilliant Lustre Blade ◆ Teeth Set and Filed

| Saws, Nos. | Style | Lgth., In. | Points to Inch | Point In. | Butt In. | Wt., Doz., Lbs | Each |
|---|---|---|---|---|---|---|---|
| A50-D95H | Hand | 26 | 8, 10, 11 | 1⅛ | 6⅛ | 30 | $11.95 |
| A50-D95R | Rip | 26 | 5½ | 1⅛ | 6⅛ | 30 | 11.95 |

One in Special Box



## DISSTON LIGHTWEIGHT

Straight Back—Carved Rosewood Handle

- For the Man Who Prides Himself on Fine Tools
- Five Nickel-Plated Screws

| Saws, Nos. | Style | Lgth., In | Points to Inch | Point In | Butt In | Wt., Doz., Lbs | Each |
|---|---|---|---|---|---|---|---|
| A50-D15H | Hand | 26 | 8, 10, 12 | 1⅛ | 6⅛ | 25 | $11.95 |
| A50-D15R | Rip | 26 | 5½ | 1⅛ | 6⅛ | 25 | 11.95 |

Two in Box

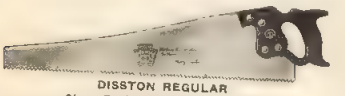
## DISSTON LIGHTWEIGHT

Straight Back—Carved Applewood Handle

- Largest Selling Lightweight Straight-Back Saw
- Five Brass Screws in 26-Inch Length—Four in Others.

| Saws, Nos | Style | Lgth., In | Points to Inch | Point In. | Butt In. | Wt., Doz., Lbs | Each |
|---|---|---|---|---|---|---|---|
| A50-D23H | Hand | 26 | 8, 9, 10, 11 | 1⅛ | 6⅛ | 22 | $7 95 |
| A50-D23R | Rip | 26 | 5½ | 1⅛ | 6⅛ | 22 | 7 95 |
| A50-D23P | Panel | 20 | 10, 11 | 1½ | 5⅝ | 14 | 7 35 |

Four in Box



## DISSTON REGULAR

Skew Back—Applewood Handle

- The Saw Most Carpenters Use—Original Skew-Back Saw
- Five Brass Screws in 26-Inch Lengths—Four in Others

| Saws, Nos. | Style | Lgth., In | Points to Inch | Point In | Butt In | Wt., Doz., Lbs | Each |
|---|---|---|---|---|---|---|---|
| A50-D8H | Hand | 26 | 7, 8, 9, 10, 11 | 2¼ | 7 | 23 | $7.30 |
| A50-D8R | Rip | 26 | 5½ | 2¼ | 7 | 23 | 7.30 |
| A50-D8P2 | Panel | 22 | 10, 11 | 1⅜ | 5¾ | 17 | 6.60 |
| A50-D8P | Panel | 20 | 10, 11 | 1⅜ | 5¾ | 15 | 6.60 |

Four in Box

## DISSTON REGULAR

Straight-Back—Beechwood Handle

- The Original Henry Disston Saw—Made Since 1840
- Four Brass Screws

No. A50-D7—Saws; hand; length 26 inches; 8 points to inch; 2¼-inch point; 7-inch butt; wt doz 24 lbs . . . . . Each $6 60

Four in Box

# KEYSTONE HAND SAWS

Made by Disston

## CHALLENGER

Skew-Back—Carved Hardwood Handle

- Thin Back, Highly Polished Blade—Taper Ground—Filed and Set
- Light Brown Handle—Weatherproof Finish
- Five Nickel Plated Screws—Teeth Bevel Filed

| Saws, Nos. | Style | Lgth., In | Points to Inch | Point In | Butt In | Wt., Doz., Lbs | Each |
|---|---|---|---|---|---|---|---|
| A50-K6H | Hand | 26 | 8 | 2 | 6½ | 23 | $5 00 |
| A50-K6R | Rip | 26 | 5½ | 2 | 6½ | 23 | 5.00 |

Four in Box

## AIR MASTER

Skew-Back—Carved Grip Hardwood Handle

- Thin Back Blade—Flat Ground—Teeth Bevel Filed and Set
- Gun Metal Color Handle—Weatherproof—Four Nickeled Screws

| Saws, Nos | Style | Lgth., In | Points to Inch | Point In | Butt In | Wt., Doz., Lbs | Each |
|---|---|---|---|---|---|---|---|
| A50-K4H | Hand | 26 | 8 | 1¾ | 6¼ | 21 | $4 00 |
| A50-K4R | Rip | 26 | 5½ | 1¾ | 6¼ | 21 | 4 00 |
| A50-K4P | Panel | 20 | 10 | 1½ | 5½ | 15 | 3 35 |

Four in Box

## SPEEDSTER

Skew-Back—Hardwood Handle

- Flat Ground Filed and Set
- Cherry Color Handle—Weatherproof Four Nickeled Screws

No. A50-K2—Saws, hand, length 26 inches, 8 points to inch, 2-inch point, 6¼ inch butt; weight dozen 20 lbs . . Each $3.35

Six in Box

# NORTHERN KING HAND SAWS

Skew-Back—Beechwood Handle

Narrow Pattern

- Polished Spring Steel Blade—Stained Varnished Handle
- Three Brass Screws

| Saws, Nos. | Style | Lgth., In | Points to Inch | Point In | Butt In | Wt., Doz., Lbs | Each |
|---|---|---|---|---|---|---|---|
| A50-KH | Hand | 26 | 8 | 1⅝ | 5¾ | 22 | $2 90 |
| A50-KR | Rip | 26 | 5½ | 1¾ | 5¾ | 22 | 2 90 |
| *A50-KM | Mining | 26 | 5 | 1¾ | 5¾ | 23 | 2 90 |
| A50-KP | Panel | 20 | 10 | 1½ | 5½ | 16 | 1 80 |

Six in Box

# STANDARD HAND SAWS

Skew-Back—Beechwood Handle

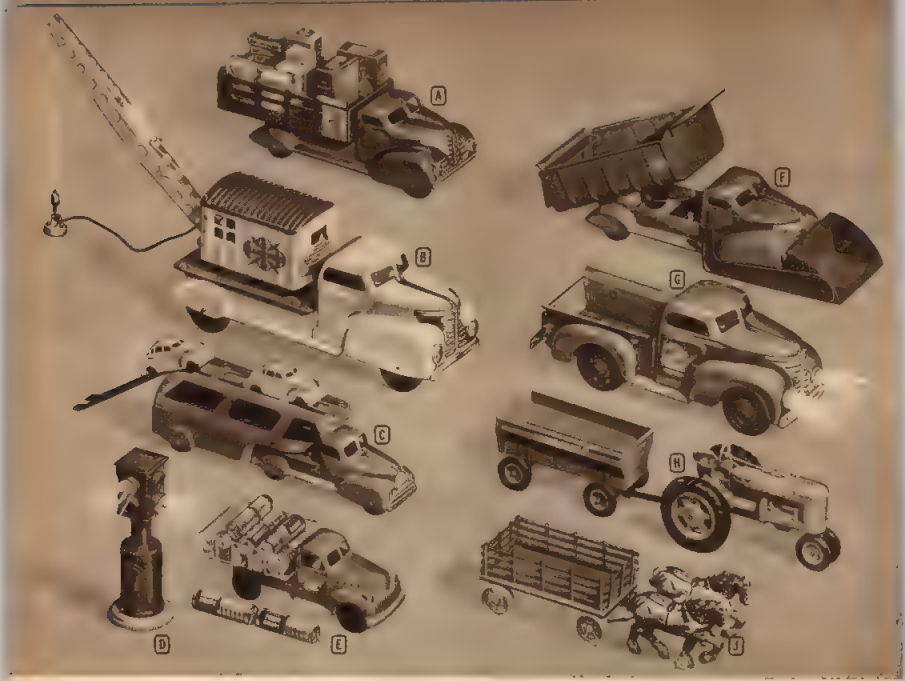
Narrow Pattern

- Polished Spring Steel Blade—Varnished Handle
- Three Brass Screws

No. A50R—Saws; hand; length 26 inches; 8 points to inch, 2-inch point, 6½-inch butt, weight dozen 22 lbs . . . . . Each $1 70

Six in Box

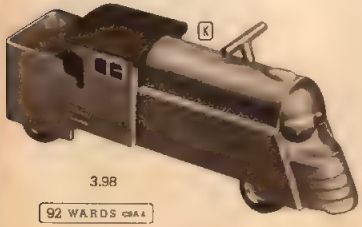
* Not Stocked at Portland




# *Sturdy Steel Push and Pull Toys with*

**A** GROCERY DELIVERY TRUCK. Large stake type body, modern design truck cab. Dummy headlights and shiny radiator grill. Steel body, metal wheels. Finished in bright baked on enamel. Measures 13⅞ inches long overall. Filled with an assortment of miniature cartons of well-known brand products.
48 T 1226 Shipping weight 2 lbs . 89c

**B** MAGNETIC CRANE AND TRUCK. Really picks up metal just like cranes used on construction jobs. Swing the revolving cabin around and pick up any metal load up to about 2 lbs. A strong magnet fastened to the lifting hook operates on a standard flashlight battery that fits in the cabin. Modern design Crane and Truck are made of heavy steel, finished in bright baked-on enamel colors. Steel boom. Line with die-cast cargo hook, operated by hand crank, raises or lowers loads. Size: 25 in. long, 4¾ in. wide, 13½ in. high to top of boom. Battery not included. (Order flashlight battery 86 T 3259X below.)
48 T 1331 Shipping weight 4 lbs. 10 oz. .....2.65
86 T 3259 X—LEAKPROOF FLASHLIGHT BATTERY. Wt. 12 oz. 2 for 18c




3.98

**C** STEEL AUTO TRANSPORT. A streamlined version of modern auto transports. Sturdily constructed of heavy-gauge steel, finished in bright baked enamel colors. Bright shiny radiator, grille, bumper and dummy headlights. Wood wheels. Double deck trailer. Complete with metal ramps and two plastic sedans, 3⅝ in. long.
48 T 1286—13¾ in. long overall. Shipping weight 1 lb. 12 oz. .....94c

**D** TRAFFIC LITE. Plastic traffic signal powered by standard flashlight battery. Switch controls bulbs operating lenses showing red or green in four directions.
48 T 1295 (Battery not included—see 86 T 3259X at left.) 8 in. high. Ship. wt. 1 lb. 94c

**E** CANDY TRUCK. Filled with 10 pkgs. assorted Curtiss candies. Sturdy plastic body in bright colors, clear plastic dumping body. Easy rolling rubber tires.
48 T 1281—9 inches long, 3½ inches wide. Shipping weight 1 lb. 4 oz. .....83c

**F** LOAD AND DUMP TRUCK. Front scoop loader deposits load in spacious oversized dump body. Spring lever automatically dumps load when released. Swinging tailgate. Made of heavy-gauge steel with baked enamel finish in contrasting colors. Steel wheels, shiny radiator, dummy headlights and bumper.
48 T 1290—17½ in. long overall. Ship. wt. 3 lbs. 8 oz. .....1.47

**G** PICK-UP TRUCK WITH LIGHTS. Heavy-gauge steel body equipped with drop tailgate. Has shiny grille, radiator, front and rear bumpers. Truck equipped with real headlights operated from standard single cell battery. 14 in. long overall.
48 T 1287—(Battery not included. See 86 T 3259X at left.) Ship. wt. 2 lbs. 12 oz. ...1.89

**H** RED PLASTIC TRACTOR AND TRAILER. Accurately detailed scale models of International Harvester farm equipment. Oversize black rubber tires. Front wheels steer on Trailer. Tractor hitches to trailer with cotter pin. Made of plastic.
48 W 1363 Tractor only. 8 in. long. Shipping weight 1 lb. ..... 1.39
48 W 1366—Trailer only. 10 in. long. Shipping weight 12 oz. ..... 1.25
48 W 1367 Tractor and Trailer. Shipping weight 1 lb. 8 oz. .....2.39

**J** WAGON DRAWN BY TWO HORSES. A team of realistic spirited horses of lithographed steel attached to each side of wagon tongue. Wagon is of sturdy plastic. Axles and tongue are steel. Front wheels mounted on swivel. Stake sides are removable.
48 T 1282—12½ in. long. 3¾ in. wide. Shipping weight 1 lb. .....89c

**K** RIDE 'EM LOCOMOTIVE. Streamlined Locomotive with new bullet shaped front. Shiny trim. Has crossbar handle for steering. Child can sit on top of cab which serves as seat. Heavy automotive steel, finished in red enamel. Rubber tires.
48 T 1335 M—27 in. long, 9¾ in. high to top of cab. Ship. wt. 10 lbs. .....3.98

# *Moving Parts, Like Real Equipment*

(L) HEAVY-DUTY STEAM SHOVEL. Sandbox construction bosses will have hours of fun dredging, digging and building roads. Housing revolves, scoop raises and lowers by means of hand crank to imitate operations of real steam shovels. Scoop dumps automatically. Rolls on endless rubber treads. Made of heavy-gauge steel finished in bright blue baked-on enamel.

48 W 1373 15½ in. long, extends to 21 in. Ship. wt. 3 lbs. . . . . 2.45

(M) MACHINERY TRUCK AND STEAM SHOVEL. Looks like outfits used by real contractors. Heavy steel with baked on enamel finish. Big 21½-inch orange colored truck has removable tail skid which lowers for loading steam shovel, steel chain mechanism operated by crank, rubber tires, metal wheels and hub caps. Plastic motor under hood. Blue steam shovel with endless rubber treads is 15½ inches long, extends to 21 inches.

48 T 1361M—Shipping weight 6 lbs. 8 oz. *Mailable*. . . . . 4.89

(N) JEEP AND TRAILER. Replica of famous Willys Jeep with a Trailer. Jeep is equipped with electric lighted headlights and horn. Horn is operated by depressing steering wheel—sounds like real Jeep horn. Headlights can be turned on and off by switch in driver's compartment, operated by a standard flashlight battery. Bulbs included. (Battery not included, See 86 T 3259X on opposite page.) Heavy-gauge steel Jeep has movable windshield, hood raises. Two wheel utility Trailer with towing bar made of heavy-gauge steel with metal wheels and finished in bright enamel.

48 T 1289 Jeep 11 in. long, Trailer 10¾ in. long. Ship. wt. 3 lbs. 4 oz. . 2.59

(P) UTILITY TRUCK. First time this equipment reproduced in miniature as a toy. Sturdily made of steel with enameled finish—cab is red and body is grey color. Moves along smoothly on metal wheels with rubber tires. Hood raises and lowers—enables child to "fix" plastic motor. Travel bucket is raised by means of turning crank . . . top opens automatically to allow bucket to dump load. Truck also dumps, catch release automatically dumps entire truck load. Children will find it fun because of its fascinating action.

48 T 1388—21½ in. overall, 6½ in. wide. Ship. wt. 5 lbs. 12 oz. . . . . 4.45

(R) DE LUXE DUMP TRUCK. Red enameled steel truck, big enough to carry a load of sand or toys. Body raises by pushing lever, tail gate swings open automatically for unloading. Hood can be raised and lowered, enabling child to play with plastic motor. Rubber tires. Has dummy headlights.

48 T 1360—20 in. long, 6¼ in. high. Ship. wt. 4 lbs. 8 oz. . Was $2.89; Now 2.49

(T) TRACTOR WITH V-SHAPED PLOW. Makes clicking sound resembling the hum of a motor. Made of heavy-gauge steel, finished in bright baked enamel colors. A replica of the latest design farm tractor, cultivator type with oversized rear wheels and narrow double front wheels. Lithographed man sitting at steering wheel. Has hydraulic type lifting mechanism. Hook on rear to pull loads. 14¾ in. long, 7⅞ in. wide.

48 T 1288—Shipping weight 3 lbs. 8 oz. . . . . 2.25

(U) RIDE 'EM FIRE TRUCK WITH SIREN AND BELL. Massive heavy-gauge steel Fire Truck, bright red baked enamel finish, with full equipment. Has seat on the body of truck so child can sit on it and scoot around to put out his "fires." Steering wheel, and two 15¾-inch interlocking ladders which can be extended from base of body. The young fireman will have loads of fun with the siren and the large bell. Truck has rubber-tired metal wheels. 31 in. long, 13½ in. high

48 T 1326 M—Shipping weight 15 lbs. *Mailable*. . . . . Was $6.89; Now 6.39

## *Wind them up . . . there's Lots of*

**(A) Ram-Jet Fighter.** Wind up the heavy-duty spring motor and the jet streaks across the floor, shooting sparks. Strong plastic fuselage, nose and tail. Heavy-gauge aluminum wings. Trip-lever controls motor. Decorated red and white. Rubber wheels.
48 T 2857—10½ in. long. Ship. wt. 1 lb. 4 oz. . . 2.95

**(B) Helicopter.** Rubber propellers whirl as 'copter runs across the floor. Strong plastic fuselage, other parts of steel and aluminum. Big rubber balloon tires. Powerful spring motor with brake lever. Decorated bright red and yellow. 10½ in. long
48 T 2858—Ship. wt. 1 lb. 4 oz. . . . . 2.19

**(C) Busy Miners.** Two busy little miners in a car run up and down the track from "mine" to top of shaft. Long running spring motor brake lever. Realistically lithographed metal. 18¼ in. long
48 T 2800—Ship. wt. 1 lb. 6 oz. . . . . 87c

**(D) Miniature Mechanical Train.** Made of bright plastic. Locomotive has strong clockspring motor that runs a long time. Set consists of locomotive, tender, gondola, boxcar and caboose. Cars couple easily by hand. 5-unit train 21 in. long overall.
48 T 3050—Ship. wt. 10 oz. . . . . 89c

**(E) Miniature Wind-up Train on Base.** Train 15¾ in. long provides the thrill of a complete railroad outfit on the 21½ x 12¾-in. base. All metal. Train has spring motor with brake. Base has tunnel and little station, realistically lithographed.
48 T 2847—Ship. wt. 2 lbs. 8 oz. . . . . 1.79

**(F) "Auto Mac" Truck.** A wind-up truck that dumps and has a comical driver who moves and turns around to watch his truck dump. Bright plastic truck with steel frame, rubber tires. Strong spring motor.
48 T 2841 12 in. long. Ship. wt. 2 lbs. 4 oz. . . . . 2.89

**(G) Big Streamlined Racer.** A sleek metal racer fashioned like world-famous speedsters. Operates on long running coil spring motor with brake lever. Brightly lithographed in detail. 16½ in. long.
48 T 2801 Ship. wt. 1 lb. 8 oz. . . . . 94c

**(H) Diving Submarine.** Submerges, runs under water, then rises again in "bathtub maneuvers." Dives 2 to 5-ft. Rudder adjusts to turn sub in direction you want and to depth you desire. Colorful metal body. Strong spring motor. 13 inches long.
48 T 2814—Ship. wt. 1 lb. 8 oz. . . . . 1.39

**(J) Honeymoon Flyer with Airplane.** Little train speeds around through tunnels and over the bridge while airplane circles overhead. Long running clockspring motor brake lever. Made of metal, brightly lithographed 9¼-in. diameter base
48 T 2824—Ship. wt. 1 lb. 4 oz. . . . . 94c

**(K) Funny Fireman . . .** dashes around and back and forth in his fire truck with his hat flying 'round his head. Removable ladders on truck, bell in front. Made of colorful metal and plastic with strong wind-up motor.
48 T 2846—6 in. long. Ship. wt. 12 oz. . . . . 94c

**(L) Set of 3 Mechanical Racers.** Wind 'em up and stage your own races. 2 racers 5 in. long, one 6¼ in. long, made of metal, brightly lithographed. Spiral spring motors. Each car different.
48 T 2844 Ship. wt. 1 lb . . . . . Set of 3, 94c

**(M) Tricky Taxi.** Amusing and mystifying toy. Will not run off the edge of any flat surface. It speeds up to the very edge, stops, turns, and off it goes in another direction. Strong clockspring motor. Taxi made of metal, realistically lithographed in bright colors. 4½ inches long.
48 T 2819—Ship. wt. 6 oz. . . . . 69c

1949 parade of

# *New Farm Machines*

**Faster, easier-to-run equipment is ahead—and in good numbers; here are offerings of several leading makers**

BY JOHN A. ROHLF

WANT some new machinery? Well, your chances to get it, in just the make and model you want, will be better in 1949.

Some of the 1949 machines will be improvements on present models, others will be new designs. The photographs on this page and the next two will give you a good look at several you'll be seeing before long.

International Harvester, for example, has several new machines scheduled for the market in '49. Three are hay making tools—a wire-type pick-up baler for the commercial hay grower, a field hay chopper for either grass silage or field-cured hay, (both in limited production), and a heavy-duty mower for H and M Farmalls.

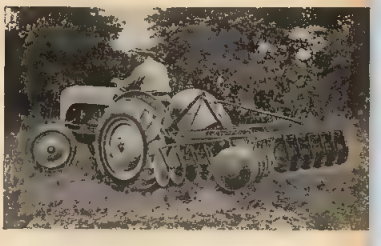
Other new Harvester machines include low-wheeled drills in various sizes; a two-row high-speed potato planter; a four-row, pull-type cotton drill; a heavy-duty tandem disk harrow designed so that backing the tractor straightens front and rear gangs, and many refinements on older-type machines.

John Deere has enlarged its tractor plants to step up its production. Several new models are ready to be announced in the next few months. An interesting addition to the Deere line is a two-row, power-driven stalk cutter. The cutter has four sets of blades on each row that shred stalks and spread the finely chopped material over the ground. This device is driven by a V-belt from the tractor power take-off.

Big news from Oliver is the addition of three new

*More Machinery on Next Two Pages*

John Deere will have the MT tractor, a general purpose unit with hydraulic implement control. It is rated to handle two 12-inch plow bottoms. It has many of the same features as the present Model M.



A new lift-type disk harrow using hydraulic power from the tractor for transport as well as for depth control is announced by Dearborn Motors. The gangs are set permanently at a working angle of 20 degrees.

International will have a front-mounted two-row corn planter available late in 1949. It is for mounting on both H and M tractors. The easy-to-raise planter can be used to check row, power hill-drop, or drill.

## NEW FARM MACHINES

A low-wheeled, rubber-tired fertilizer grain drill, easier to fill and lighter to pull, will be in quantity production by Case in 1949. With a grass seeder attachment you can do a three-way job at one time.

A new three-in-one forage harvester will be introduced by Allis-Chalmers late in '49. It has attachments for handling row crops, standing or windrowed forage, operates from the tractor power take-off.

tractors, each equipped with separate clutch control of the power take-off. If a machine gets overloaded, you can stop the travel of the tractor by disengaging the transmission clutch—but the power take-off unit will continue to work until the machine is cleared. You can vary your traveling speed by shifting gears, without stopping operation of the power take-off shaft.

Allis-Chalmers is another company that will have an independent clutching system on a tractor. On its WD model a hand clutch controls the forward motion and a foot clutch the power take-off, hydraulic system, and belt pulley.

**Two other new** machines at Oliver are the cotton stripper and a new mower. A few of the strippers were in use last year, but Oliver plans heavier production for 1949. The mower, called the Model 22, has two caster wheels instead of one. This is said to give the mower more stability, and make it easier to maneuver.

Dearborn Motors, marketing organization for Ford tractors and Dearborn equipment, will have more than 60 implements in its 1949 line. A million-dollar expansion program is now under way at the Wood Brothers plant in Des Moines, Iowa. Wood is a subsidiary of Dearborn, and makes combines, corn pickers, and corn snappers.

A new tractor, the 22, will make its bow in the Massey-Harris line. It's a two-plow power unit, equipped with hydraulic implement control called Depth-o-matic. It not only lifts, but regulates the depth at which an implement travels. A complete line of matched implements designed especially for the 22 will be available.

Massey-Harris will also introduce through its eastern dealers the Goble disk harrow, a widely used tool in the West. The Goble is a heavy-duty harrow which has been used mainly in orchards and vineyards. It will be made in a range of widths, starting with a 8' 9" model for light tractors, and up to a giant 56' size.

**In late summer,** the Harry Ferguson Company finished its new tractor plant in Detroit, and is now distributing tractors made there. Since the end of the manufacturing agreement with Ford in 1947, Ferguson has been importing tractors from England. The company has new im-

One of several new implements to come from Ferguson is a back-saving tractor crane. It can be used to handle fencing, arrange implements for storage, lift oil barrels and save muscle on many kinds of chores.

This harrow, to be made by Massey-Harris, is designed for use where deep tillage isn't necessary. Although

plements which will be announced later in the year.

Case has several new implements for 1949. One is a 15', single cut disk which is designed for use on farms with grassed waterways. It straightens "on the go" by means of an oil-bath clutch operated by a rope from the tractor seat. End sections of the disk fold back for moving.

Case will also have two other disk harrows—a West Coast orchard-type model in a range of widths, and a wheel-type offset model. A right turn mechanism on the offset job permits turning without objectionable digging. Other new Case machines include a forage harvester and a 5' power take-off driven combine.

**Several new** implements made by the Newgren Company will be available to use with the Willys Jeep. Many will be lift-operated, using the Monroe hydraulic system introduced last year.

Among the implements to be offered are various plows, a mower, a feed grinder, sprayer, terracing blade, post-hole digger, snow plow, soil pulverizer, and others.

The New Holland Machine Company has added a combination hay chopper and ensilage cutter to its farm machinery line. It's a stationary machine, handles up to 20 tons of silage and six tons of hay an hour, the manufacturers say.

A new model of Minneapolis-Moline's Z tractor started moving off the lines last month. The new Z is said to have 10% more power (placing it in the 2-3-bottom plow class), has optional hydraulic implement control, larger rear tires, and a re-designed grill.

News in manure spreaders are the power-driven models to be offered by Galloway and by Perfection Steel Body (makers of Cobey wagons and trailers). Both can be converted to mechanical unloading wagons by removing the beater mechanism and adding extension sides and ends.

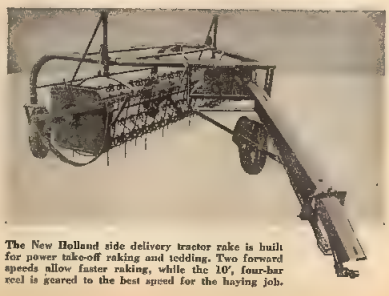
**A new entry** into the farm machinery field in 1949 will be Independent Farm Industries. It is an organization of smaller companies who have either been selling locally, or supplying tools to larger manufacturers. The goal is to set up a national sales organization, and to distribute a complete line of equipment. One of the proposed items in the line is a rear engine tractor with power take-offs front and rear. It is scheduled for announcement later this winter.

That's the farm machinery picture for 1949. There are many interesting machines coming up and, barring unforeseen troubles, supply should be good.

**Oliver plans to have this new 12' self-propelled combine ready for next summer's harvest. It has a straw spreader, and an auger-type unloader which can unload grain into truck or wagon while on the move.**

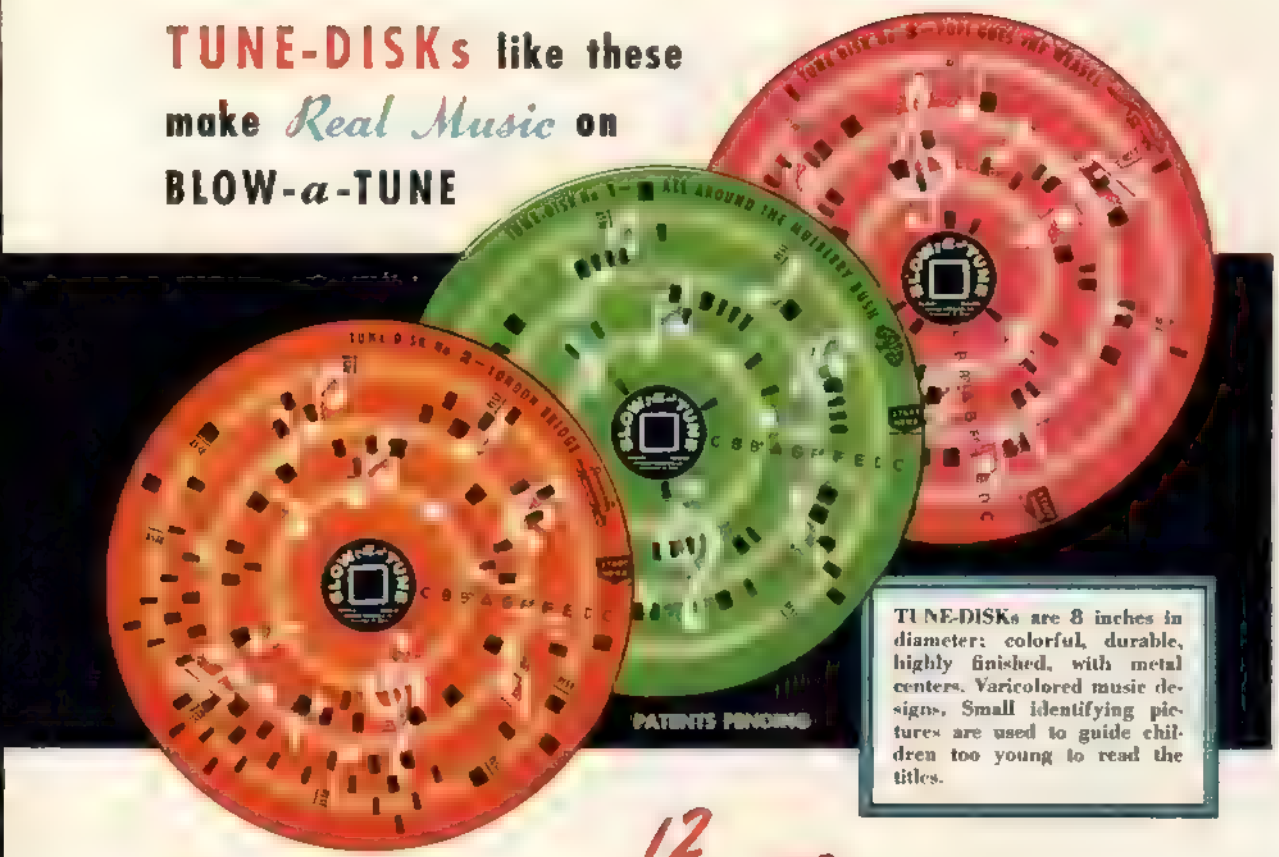
**The lift-operated Newgren single-bottom 16-inch plow is a new attachment for the Willys Jeep. One of the features of this plow, designed for heavy soils, is the use of the Jeep's spare wheel as a depth wheel.**

**machine consists of five 6' gangs, it can be raised and furrow wheels adjusted to transport width of only 8'.**



**The New Holland side delivery tractor rake is built for power take-off raking and tedding. Two forward speeds allow faster raking, while the 10', four-bar reel is geared to the best speed for the haying job.**

# TUNE-DISKs like these make *Real Music* on BLOW-*a*-TUNE




TUNE-DISKs are 8 inches in diameter: colorful, durable, highly finished, with metal centers. Varicolored music designs. Small identifying pictures are used to guide children too young to read the titles.

## 12 *FAMILIAR TUNES* that all children love

**SET A *contains:***
1—ALL AROUND THE MULBERRY BUSH
2—LONDON BRIDGE
3—POP! GOES THE WEASEL

**SET B *contains:***
4—JINGLE BELLS
5—HOME, SWEET HOME
6—OH, MY DARLING CLEMENTINE

**SET C *contains:***
7—FOR HE'S A JOLLY GOOD FELLOW
8—WORKING ON THE RAILROAD
9—OH! SUSANNA

**SET D *contains:***
10—YANKEE DOODLE
11—REVEILLE—BUGLE CALL
12—ASSEMBLY AND TAPS—BUGLE CALLS

TUNE-DISK sets are beautifully packaged in colorful envelopes as illustrated at left. The words to all the tunes are printed on the back of the envelope, so that children can sing along while another plays the BLOW-a-TUNE.

Fair traded at 29¢ per set of 3.

## PACKING and SHIPPING WEIGHTS

BLOW-a-TUNE: Individual display boxes, containing BLOW-a-TUNE and the TUNE-DISK "Happy Birthday," packed 12 or 24 to a shipping carton.
*Weights:* 12s—6 lbs.; 24s—11 lbs. 8 oz.

TUNE-DISKs: Each set consists of 3 TUNE-DISKs in an envelope, as above. Packed one dozen sets assorted (three each of sets A, B, C and D). Also shipped in solid pack of any set.
*Weight:* 1 lb. 4 oz. per dozen sets.

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AUTOMATIC
WATERPROOF
IT'S LIKE HAVING IT LAST AS YOU WEAR IT. Lots of sportsmen and professional men. WATERPROOF AND DUST PROOF. Dependable 17 jewel movement. Yellow case, steel back. Large sweep second hand. Gold filled expansion band.
Retail $87.00
972C4950
Same as above in all STAINLESS STEEL case leather strip
Retail $64.00
974C3650
CALENDAR
WATCH
TELLS THE MONTH, DAY, HOUR, MINUTE AND SECOND INSTANTLY . . . where time is important a practical, handsome CLINTON watch for the man of today. White case, steel back. 17 jewel movement
Retail $64.75
976C3950
Clinton
WATCHES
C
D
E
F
G
A
B

*All* CLINTON *watches illustrated are equipped with* **NEW DUST PROOF CROWNS.**

**(C) 978C3575** . . . Outstanding WATERPROOF dress watch. Smart functional styling in modern all stainless steel case. Shock resistant 17 jewel CLINTON movement. Large sweep second hand, luminous dial. Matching stainless steel expansion band.
Retail **$62.50**

**(D) 980C2000** . . . Impressive, attractive 10K rolled gold plate case steel back . . . 17 jewel CLINTON movement
Retail **$35.00**

**(D) 981C1575** . . . Similar to above . . . 7 jewel movement.
Retail **$27.50**

**(E) 982C2550** . . . Modern streamlining . . . 10K WHITE rolled gold plate case, steel back . . . 17 jewel CLINTON movement. Stainless steel combination mesh-expansion band. Curved crystal.
Retail **$44.75**

**(F) 984C2300** . . . Distinctively masculine 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement. Latest gold filled expansion band.
Retail **$40.50**

**(F) 985C1475** . . . As above with 7 jewel movement. Leather strap.
Retail **$26.00**

**(G) 986C3025** . . . Impressive virile design . . . 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement. Gold filled basketweave-expansion band. High three-way crystal.
Retail **$52.75**

**(H) 988C2875** . . . Handsomely contoured in 10K rolled gold plate case, steel back . . . guaranteed 17 jewel CLINTON movement. Matching gold filled expansion band.
Retail **$49.75**

**(J) 990C2650** . . . Distinguished aristocratic model in 10K GOLD FILLED case. Precision 17 jewel CLINTON movement. Clear vision curved crystal
Retail **$46.50**

**(K) 992C3950** . . . Superbly styled executive's timepiece . . . 14K NATURAL GOLD case . . . 17 jewel CLINTON movement. New pyramid crystal . . . grain strap
Retail **$64.75**

**(L) 994C2550** . . . Simple elegance glorifies this water coin pocket watch. 10K GOLD FILLED case . . . 17 jewel CLINTON movement.
Retail **$44.00**

**(L) 996C2250** . . . Same as above, 10K ROLLED GOLD PLATE case
Retail **$38.75**

*All watches shown are slightly reduced in size. Retail prices do not include existing Federal Excise Tax. Prices subject to change without notice.*

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INTERNATIONALLY KNOWN AND ACCLAIMED . . . for accuracy, dependability and beauty . . . CLINTON watches embody the acme of modern styling and the skill of precision craftsmanship. The choice of discriminating men and women. . . . Each CLINTON watch is electronically tested and painstakingly inspected, assuring mechanical excellence. . . . This new CLINTON line presents the very latest in technological advancements . . . DUST-PROOF CROWNS . . . shielding and preserving your fine CLINTON watch for extra years of carefree service. Every CLINTON watch is boxed in a magnificent presentation case.

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**(B) 902C4900** . . . TWO sparkling diamonds enhance this captivating 14K WHITE gold case . . . 17 jewel CLINTON movement. Contoured hi-domed crystal.

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**(B) 904C4900** . . . Same as above in 14K YELLOW gold case.

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**(C) 906C4350** . . . Alluring fascination marks this designer's dream . . . 14K natural gold case contoured to the wrist . . . precise 17 jewel CLINTON movement. Shaped crystal

Retail **$75.00**

**(D) 908C7000** . . . Incomparable for the MAN who cares! Styled in 14K WHITE gold case . . . enhanced with FOUR gleaming diamonds set in easy to read dial . . . 17 jewel accurate CLINTON movement. Hi-pressed crystal. Black suede strap

Retail **$122.50**

**(E) 910C21000** . . . THIRTY blazing diamonds reflect dazzling glory in this superb 14K WHITE gold case . . . 17 jewel CLINTON movement. Pyramid crystal.

Retail **$375.00**

**(F) 912C12000** . . . TEN brilliant diamonds enhance the sophistication of this highly styled 14K WHITE gold case . . . 17 jewel CLINTON movement.

Retail **$210.00**

**(G) 914C6000** . . . TWO fiery diamonds pay tribute to this faultless model in 14K natural gold case . . . 17 jewel CLINTON movement. Hi-pressed crystal.

Retail **$105.00**

**(H) 916C7000** . . . Precious and bewitching creation . . . enlivened by FOUR scintillating diamonds. Tapered 14K WHITE case . . . 17 jewel CLINTON movement. Domed crystal

Retail **$122.50**

**(H) 918C7000** . . . Same as above in 14K YELLOW gold.

Retail **$122.50**

*All watches shown are slightly reduced in size. Retail prices do not include existing Federal Excise Tax. Prices subject to change without notice.*

**(A) 920C2550** . . . Exquisite 14K natural gold case . . . 17 jewel CLINTON movement . . . dome crystal
Retail **$44.00**

**(B) 922C3225** Delightful 14K natural gold case, 17 jewel CLINTON.
Retail **$56.50**

**(C) 924C3575** Appealingly petite 14K natural gold case, 17 jewel CLINTON movement, curved crystal.
Retail **$62.50**

**(D) 926C3575** Moderne bangle watch, gleaming rhodium finish. 17 jewel guaranteed CLINTON movement.
Retail **$62.50**

**(D) 928C3575** As above in YELLOW.
Retail **$62.50**

**(E) 930C2875** TWO fiery diamonds set in 10K WHITE rolled gold plate case, steel back. 17 jewel CLINTON movement, hi-dome crystal
Retail **$49.75**

**(E) 932C2875** As above in YELLOW.
Retail **$49.75**

**(F) 934C3425** Befitting a queen. Six royal, flaming RED RUBIES enhance this 14K pink gold case . . . 17 jewel CLINTON movement, hi curved crystal.
Retail **$59.50**

**(G) 936C3225** Delicately styled in highly polished 14K natural gold case, 17 jewel CLINTON movement.
Retail **$56.50**

**(H) 938C2600** Streamlined smartness, 10K gold filled case, matching link bracelet, 17 jewel CLINTON movement, symmetrical domed crystal.
Retail **$46.50**

**(J) 940C2525** Unusual style 10K natural rolled gold plate case, steel back, 17 jewel CLINTON movement, gold filled expansion bracelet, raised crystal.
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**(K) 942C2875** Intriguingly chic 10K rolled gold plate case, steel back. 17 jewel CLINTON movement, matching double snake chain bracelet
Retail **$49.75**

**(L) 944C2775** Graceful WHITE 10K rolled gold plate case, steel back. 17 jewel CLINTON movement, combination gold filled expansion bracelet.
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**(M) 946C2650** Alluring 10K natural rolled gold plate case, steel back, 17 jewel CLINTON movement, gold filled matching expansion bracelet.
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Every CLINTON watch is fully guaranteed against any factory defects in material and craftsmanship. All parts are standard and interchangeable. Each movement is ELECTRONICALLY tested and inspected to conform with CLINTON'S rigid standards.
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**(N) 948C1825** Traditionally beautiful. 10K rolled gold plate case, steel back, 17 jewel CLINTON movement.
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**(N) 949C1400** As above, 7 jewels.
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**(P) 950C2175** . . . Classic 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement. Gold filled link bracelet. Hi-pressed crystal.
Retail **$38.00**

**(P) 951C1475** . . . Same as above . . . dependable 7 jewel movement. Black cord.
Retail **$25.75**

**(Q) 952C2500** . . . NURSE'S DRESS WATCH. Large RED sweep second hand. 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement.
Retail **$44.00**

**(R) 954C2525** . . . Modern faceted 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement. Gold filled expansion bracelet.
Retail **$44.00**

**(S) 956C2250** . . . Symmetrical 10K rolled gold plate case, steel back . . . 17 jewels. Gold filled link bracelet.
Retail **$39.50**

**(S) 957C1575** . . . As above . . . 7 jewels . . . cord.
Retail **$27.50**

**(T) 958C2000** . . . Exquisite 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement.
Retail **$35.00**

**(U) 960C2250** . . . Multi faceted 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement. 10K gold filled bracelet.
Retail **$39.50**

**(V) 962C2600** Sophisticated simplicity. 10K rolled gold plate case, steel back, 17 jewel CLINTON movement.
Retail **$46.50**

**(W) 964C2100** . . . Enchanting 10K rolled gold plate case steel back . . . 17 jewel CLINTON movement.
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**(X) 966C2750** . . . Dazzling hand set rhinestones in white case, steel back . . . 17 jewel CLINTON movement.
Retail **$48.50**

**(Y) 968C2600** . . . Exquisite LAPEL watch. Hand-set rhinestones in white case, steel back, 17 jewel movement.
Retail **$46.50**

**(Z) 970C2400** Lovely 10K rolled gold plate case, steel back, 17 jewel CLINTON Gold filled expansion bracelet.
Retail **$42.00**

YOU BELONG IN A...
Cruis Along
TRADE MARK
FOR '49
DELUXE 23'
SPECIAL 21'
UTILITY 21'
CONVERTER 21'

# YOU BELONG IN A...

# Cruis Along TRADE MARK Join in.

## WORLD'S LOWEST PRICED
### Complete Cruiser with . . .

Twenty-one feet of sleek, gleaming beauty—packed with power, designed for joyous living! And speed galore . . . right up to a sweet, heart-catching 20 to 25, depending on which motor you choose! Everything you want in a cruiser is here, embodied in her wonderfully clean lines, fitted into her dynamic, dashing design. And yet—this superb craft is built for economy. Built to keep abreast of the big boats, this amazing Cruis Along Special 21' costs much less. SEE IT!

price $2850*

### Speedy Sea-Going Luxury

An extra foot of beam, two feet more of powerful length, with even more head room inside this Cruis Along offers greater spaciousness, greater speed, greater beauty! Skimming along at better than 28, or riding her anchor in some snug harbor, light and graceful as a south Pacific dolphin, this cruiser with self-bailing cockpit is the last word in luxurious seaworthy comfort. Complete from bow to stern, in every sense of the word a MAGNIFICENT boat, her cabin is even more luxurious than the one illustrated, but she's still within a practical price range!

price $4150*

### 21 Feet of Fun and Sport!

Wide open for water sport—husky enough to carry an enormous load and still keep dry—built for room, buoyancy, comfort and utility! That's the Cruis Along "Utility" . . . the perfect boat for fishing and fun! Her wide, seaworthy bow section lets you troll in heavy seas without dipping. Her tough, resilient, marine plywood hull—identical with the Special 21' in material and design—means no caulking, leaks or expensive spring overhauling! Speeds 23 to 28 M.P.H. according to power.

price $2295*

*All prices subject to change without notice.*

. . . the FUN!

# SWIM·FISH·COOK·SLEEP·CRUISE
# LIVE ON THE WATER!

## . . . Spacious Cabin Comfort

See what we mean by "complete cruiser"! Two full size berths with removable berth to sleep third person in cabin. Comfortable, sleep-inducing mattresses; metal sink, with running water; roomy ice box with large dry grocery compartment; Seaclo marine toilet; thru-ventilation and OCEANS of view through large marine windows all around; hanging locker, stowage space, good head room! And a stove, of course, for delightful meals aboard! Here is a really complete, shipshape cruiser—the world's lowest priced, completely equipped cruiser!

# NEW, SENSATIONAL *CruisAlong* CONVERTER 21'

## For the Man Who Wants Cruiser Comfort and Outboard Economy!

The outstanding cruiser of this or ANY year—a 21' job that you can operate on an outboard motor! Complete steering and throttle controls, engine bed and bored shaft log already installed. Any time you want to change over to inboard engine power—any time you want to add all the extras, you can do it! This sweet, low-priced cruiser comes with the same identical hull and dimensions as the Special 21', so that you can enjoy roomy, protected cabin cruiser comfort on a modest expenditure. It's the boat that will shine in '49!

*Optional equipment listed on following page*

price $1850*

# SPECIFICATIONS

| | DELUXE 23' $4130* At Our Plant | SPECIAL 21' $2850* At Our Plant | UTILITY 21' $2295* At Our Plant | CONVERTER 21' $1850* At Our Plant |
|---|---|---|---|---|
| LENGTH | 23 FEET | 21 FEET | 21 FEET | 21 FEET |
| BEAM | 7' 9" | 6' 9" | 6' 9" | 6' 9" |
| DRAFT | 22" | 18" | 18" | 18" |
| WEIGHT | 3100 LBS. | 2000 LBS | 1700 LBS. | 1500 LBS |
| FREEBOARD FORWARD | 42" | 37" | 37" | 37" |
| FREEBOARD AFT | 31" | 24" | 24" | 24" |
| CONSTRUCTION | ½" Exterior Marine Plywood | ¾" Exterior Marine Plywood | SAME | SAME |
| FRAMES | ⅞" x 2" WHITE OAK Spaced 9" to 12" | SAME FRAMES SPACED 12" ON BOTTOM | SAME | SAME |
| STANDARD POWER | 6 cylinder Chrysler 92 H.P or 6 cylinder Gray Phantom 104 H.P. Both rubber mounted, water-cooled with Generator, Self-starter, Reverse Gear and Flame Arrester on Carburetor | 4 cylinder Gray Phantom 45 H.P. water cooled marine engine with Self-Starter, Generator, Reverse Gear, Flame Arrester on Carburetor Rubber mounted | SAME | COMPLETE CRUIS ALONG Inboard Engine installed at Plant . . . $650* Includes: 45 H.P. 4 cylinder Gray Phantom engine—water cooled—rubber mounted with Starter, Generator, Flame Arrester on Carburetor, 24 gallon gas tank and vent, bronze Shaft, Strut, Propeller and Stuffing Box. Panel Throttle and Choke |
| R.P.M. | Chrysler 3200 — Gray 3400 | | 3400 | |
| OPTIONAL POWER | | Gray Express 63 H.P $180* | Gray Phantom 75 H.P. $180* | |
| INSTRUMENT PANEL | Oil Gauge, Ammeter, Tachometer, Temperature Gauge and Ignition Switch | Ammeter, Oil Gauge Ignition Switch | SAME | |
| SPEED | 28 m.p.h. | 20 m.p.h Over 25 m.p.h. with GRAY EXPRESS | 23 m.p.h. Over 27 m.p.h. with GRAY PHANTOM | |

## STANDARD EQUIPMENT

| | | | | |
|---|---|---|---|---|
| RUNNING LIGHTS | YES | YES | YES | COMPLETE CRUIS ALONG Inboard Power Kit for installing your own inboard engine . . . $125* Includes: 24 gallon Gas Tank and Vent, Bronze Strut, 1" Shaft, Stuffing Box and Rudder assembly. |
| CABIN LIGHTS | YES | YES | | |
| Anchor and Cable, Mooring Lines | YES | YES | YES | |
| GAS TANK AND VENT | 35 Gallons | 24 Gallons | SAME | |
| WATER TANK | 12 Gallons | 10 Gallons | | $36.00*‡ |
| SINK AND ICEBOX | YES | YES | | FOLDING |
| WINDSHIELD | Fixed with Fold'g Ventilators | FOLDING | FIXED | Complete Throttle and Steering Controls installed. |
| RUDDER | Bronze Inboard Type | BRONZE | BRONZE | $68.50*‡ |
| MARINE TOILET | YES | YES | | $50.00* |
| MATTRESSES | 2 Mattresses with Matching Pillows | 2 MATTRESSES | | $18.00* |
| STOVE ALCOHOL | YES | YES | | $28.00*‡ |
| HELMSMAN'S SEAT | FOLDING | FOLDING | FIXED | |

## EXTRA EQUIPMENT

| | | | | |
|---|---|---|---|---|
| FOLDING CANOPY TOP 2 SIDE CURTAINS | $155* 13 oz. VIVATEX | Combinat on Cockpit Cover and Shade Awning $65* | Complete Cockpit Cover Canvas $50* | Combined Cockpit Cover and Shade Awning $65* |
| Folding Top with Cockpit Cover and Side Curtains | $195* COVERS COMPLETE COCKPIT | Complete Cockpit Cover $35 | Folding Top (folds neatly forward of windshield) with side curtains gives complete protection for helmsman and passenger in forward end of cockpit $78* | Complete Cockpit Cover $35 |
| Combination Cabin Table & Extra Berth with Mattress | $72* TABLE ONLY $40* | | | |
| Kapok Filled Life Preserver Approved Cushions | Supplied for Helmsman's Seat and Stern Seat | For Stern and Helmsman's Seat $50* | Bow Seats, Engine Top and Stern Seat $50* | For Stern and Helmsman's Seat $50* |
| SHIPPING CRADLE Can be Adapted for Trailer | $35* | $25* | $25* | $25* |

## PAINTING

| | | | | |
|---|---|---|---|---|
| HULL | WHITE | SAME | SAME | SAME |
| TOPSIDES | WHITE | SAME | SAME | SAME |
| BOTTOM | BRONZE ANTI-FOULING | SAME | SAME | SAME |
| CABIN TOP AND DECK | NON-SKID LIGHT BLUE | SAME | NON-SKID LIGHT GREEN | NON-SKID LIGHT BLUE |
| BOOT-TOP | BLUE | | | |

‡ Installation extra. * All prices subject to change without notice

Built under the direction of
GEORGE TOWNSEND
Twice winner of the Gold Cup
Motor Boat Classic.
*Donor of Townsend High Point Outboard Trophy*

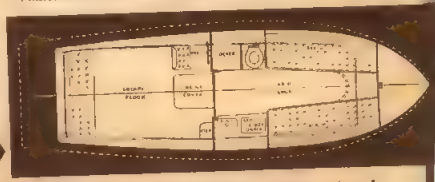
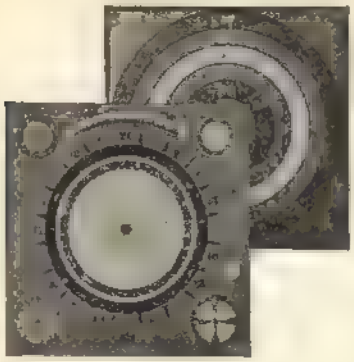


Diagram of Special 21's dotted lines show increased beam of Deluxe 23' with more spaciousness throughout

*Built by* **M. M. DAVIS & SON, Inc.** • *Solomons, Maryland*

# GAMES

## TARGET DART BOARDS
Deco



Size 24"x24"x½" with wood pulp surface on both sides. Front, 20 Point Game and five additional games in three attractive colors—Back, Baseball Game in two colors. Packed in display box with three No 4DL Darts and instructions

**No. KGB** ..... Per dozen $24.00
One Dozen in a Carton

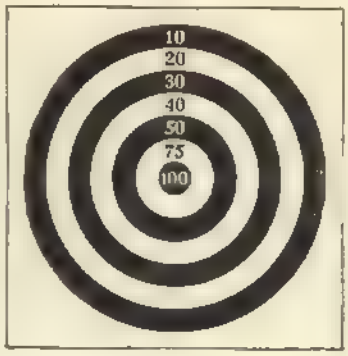
Back

Front

Wood pulp surfaced both sides. Front 20 point game in two colors. Back, baseball game in one color. Packed in display box with three No. 4DL darts and instructions. Size 16" x 16" x ½".

**No. 816** ..... Per dozen $9.60
One Dozen in a Carton

## DART BOARDS
Deco




Back

Wood pulp surface both sides—Front, 20 point game in two colors—Back, target game in two colors. Packed in display box with three No 4DL darts and instructions

**No. 3054** ..... Per dozen $12.00
One Dozen in a Carton

Size 18"x18"x⅝". Front full cork facing with English style 20 point game in three attractive colors—Back, Baseball Game in one color on wood pulp surface. Packed in display box with three No. 4DL Darts and instructions

**No. DO3** ..... Per dozen $18.00
One Dozen in a Carton

## DARTS
Deco

**Length—5"**

Designed for the player who prefers a light lead weighted three feather dart.

**No. 4DL** ..... Per dozen $1.20
Three in a Box, One Gross in a Carton

## DARTS
Deco

**Length—6"**

A quality dart of regulation size and weight with three selected feather flights

**No. 1D3** ..... Per dozen $1.80

A deluxe official tournament dart, regulation weight and size, with extra smooth finish. Three carefully selected flights, made especially for tournament player

**Deco** ..... Per dozen $2.00
One Gross in a Carton

## PUMP POP GUNS
Wyandotte

Made of heavy gauge steel, 22 inches long. Baked enamel finish with walnut finish handle. Pump action, self loading. Safety cork retaining device

**No. 46** ..... Per dozen $9.00
One in a Box, Three Dozen in a Carton.

## DOUBLE BARREL POP GUNS
Wyandotte

Heavy gauge steel -23" long. Baked enamel finish walnut finished handle. Self loading break action. Safety cork retaining device. Two triggers—makes two loud reports.

**No. 46** ..... Per dozen $12.00
One in a Box, Two Dozen in a Carton

Heavy gauge steel, 28¼ inches long. Baked enamel finish with walnut finish handle. Safety cork retaining device. Self loading break action. Two triggers, makes two loud reports. Web shoulder strap.

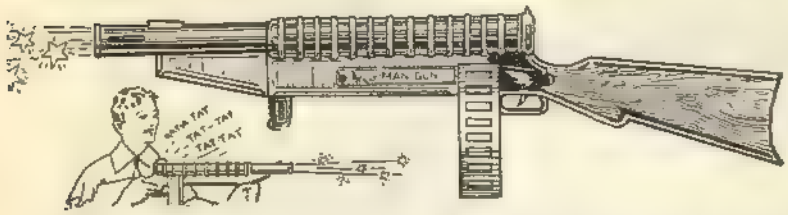
**No. 36** ..... Per dozen $18.00
One in a Box, One Dozen in a Carton

### CLICK TRAINING RIFLE
**Marx**

Realistically designed training rifle, measures 30 inches in length. Loud click produced by pulling trigger. Made of steel and designed as a replica of a real army training rifle.

**No. 219** .....Per dozen $12.00
One in a Folding Box, Two Dozen in a Carton

### G-MAN SPARKLING MACHINE GUN
**Marx**



This gun of lithographed steel is attractively designed gun patterned after sub-machine gun as used by the G-Men. Equipped with long running clockspring motor. Has heavy wood stock, round compartment representing magazine, and key attached. Sparks are emitted from the end of the gun, when trigger is pulled, simultaneously making a sharp rat-tat-tat sound. Measures 23" long, 6½" high.

**No. 707**—G-Man Sparkling Machine Gun.....Per dozen $24.00
One in a Display Box, One Dozen in a Carton

**Extra Refills**

No. 707 Refills for No. 707 G-Man's Sparkling Machine Gun. Two flint refills in an envelope

**No. 707RF** -Extra Refills ..... . . ...Per dozen envelopes $1.20
Two Dozen Envelopes in a Carton

### MACHINE GUN WITH SPARKS AND SIREN
**Marx**

Gun designed and patterned after Machine Gun as used by the G-Men.

Equipped with long-running clockspring motor. Has heavy wood stock and compartment representing the bullet magazine. Winding key attached. As trigger is pulled, harmless sparks are emitted from the muzzle of gun, simultaneously making a sharp rat-tat-tat sound.

There is also a small crank over the trigger which operates a loud sounding siren. Measures 23" long.

**No. 713** . . . . . ..Per dozen $30.00
One in a Box, One Dozen in a Carton

**Extra Refills**

Refills No. 713RF for No. 713 gun, two flints with holders in envelope

**No. 713RF** . . . . . ....Per dozen envelopes $1.20
Two Dozen Envelopes in a Box

### AIRFIRE GUNS
**Newell**

The Newell Air-Fire Sub-Machine Gun is harmless because it uses only table tennis balls as ammunition. Will not break light bulbs, windows, mirrors or glassware.

Can be used indoors as well as out, with perfect safety. Barrel and ammunition chamber made of heavy aluminum. Other parts are of Tenite plastic, light walnut finish. Nothing to get out of order.

Each gun packed in an individual carton, which is attractively printed in three colors. Carton is designed to unfold and form a handy target.

**No. 1008** .. ..... .. . . .. . . . Per dozen $36.00
One in a Carton

### TARGET RIFLE WITH PLASTIC DARTS
**Wyandotte**

Darts are inserted in end of barrel. This is an accurate shooting rifle with a patented feature which prevents darts from falling out. The rubber tipped darts are made of plastic which prevents breakage. The gun is made of steel with a walnut finish stock—21" long. Gun and four plastic darts are mounted on a very attractive display card.

**No 39** .....Per dozen $12.00
One Dozen in Shipping Container

### TARGET PISTOLS
**Wyandotte**

Heavy gauge steel—7¾" long. Baked enamel finish. Patented feature prevents darts from falling out. Individually boxed with one rubber tipped dart.

**No 25** .....Per dozen $3.00
Six Dozen in a Carton

### DARTS
**Wyandotte**

Three darts on a card. Pure gum rubber.

**No 37D** ..... Per dozen cards $1.20
Three Dozen Cards in a Carton

### WATER PISTOLS
**Daisy**

Designed after automatic type pistols. Made of blued steel, no rubber bulb. Length 5 inches. Shoots 3 times without reloading. Easily loaded and discharged.

**No 71** .....Each $0.25
Three Dozen in a Carton

**Wyandotte Automatic Repeating**

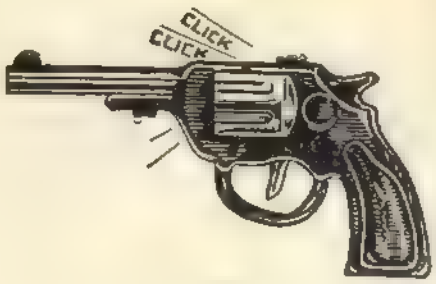
Made of bright nickel plated steel and/or lithographed in bright colors. 8½" long.

This gun is all automatic—just fill it with water and pull trigger. Each pull of the trigger shoots a stream of water at least 25 feet. Individually boxed.

**No 30** .....Per dozen $8.40
Three Dozen in Shipping Container

# TOYS

### CLICK PISTOLS
**Wyandotte**




**Red Ranger**

Colorful lithographed metal—7¾" long. Pull trigger—loud clicking sound

**No. 24** ..... Per dozen $3.00
One Dozen in a Box

**Me and My Buddy**

A new sensational type of clicker pistol with plenty of action for the small child. Absolutely harmless. Heavy gauge steel—7¾" long—baked enamel finish. Colorful lithographed metal figure of cowboy mounted on gun. Pull trigger—loud clicker noise and arm of cowboy holding miniature pistol goes back and forth. Nickel plated

**No. 2** .....Per dozen $5.00
One in a Box, Six Dozen in a Carton.

**Marx**

**Automatic-Type**

Measures 7¼ in. long, 4½ in. high. Realistically designed, loud click produced by pulling trigger. Made of steel finished in black baked enamel. Embossed

**No. 53** ..... Per dozen $3.60
Six Dozen in a Carton

### REPEATING CAP PISTOL
**Wyandotte Red Ranger**

An extra large Western type toy paper cap pistol. Bright finish with ivory handle. Engraved body and barrel. Breaks down to load like a real revolver. Automatic opening device. Absolutely safe—cap chamber enclosed 9" long. Automatic repeating—easy to load and operate

**No. 75** ..... Per dozen $12.00
Three Dozen in a Carton

### HOLSTER SET
**Wyandotte**

Genuine leather holster set and belt. Two tone brown leather. Embossed. 7"x4". Includes one No. 70—7" die cast cap pistol, bright plated finish. Engraved body and barrel

**No. 7001** .....Per dozen $12.00
One in a Box, Dozen in Shipping Container

### HOLSTER SETS
**Wyandotte**

Top grain leather. Brown leather back and front. Beautifully embossed and trimmed with nickel plated studs and jewels. Embossed leather belt. 9" x 5". Die cast automatic repeating cap pistols—western type—automatic opening device—engraved body and barrel bright finish with ivory handle—9" long

**No. 7504** .....Per dozen $24.00
One in a Box, One Dozen in a Carton

### DOUBLE HOLSTER SETS
**Wyandotte**

Genuine leather holster and belt. Red leather backs—white leather fronts trimmed in red leather with nickel plated studs and jewels. Red leather belt trimmed with white leather and jewels—includes imitation bullets. Holsters—8¼"x4¾". Includes two No. 70—7" die cast repeating cap pistols—bright plated finish

**No. 7010** .....Per dozen $36.00
One in a Box, Dozen in Shipping Container

Top grain leather. Brown leather back and front, beautifully embossed and trimmed with nickel plated studs and jewels. 9½"x5". Leather belt. Includes two 9" die cast automatic repeating cap pistols. Western type, automatic opening device, engraved body and barrel. Bright plated finish

**No. 7512** ..... Per dozen $46.00
One in a Box, ½ Dozen in Shipping Container

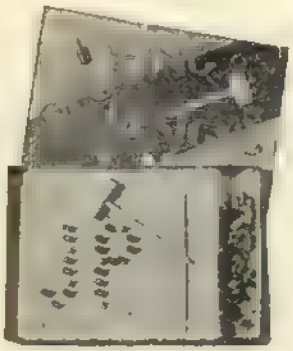
### DOUBLE HOLSTER SET
**Wyandotte**

Genuine leather holsters and belt. Real Western type with large holsters and wide belt. Trimmed with nickel plated studs and jewels—includes imitation bullets. Red felt backing on holster and belt—holsters 9½"x 5". Includes two No. 75—9" automatic repeating die cast cap pistols—bright plated finish

**No. 7516** .....Per dozen $58.00
One in a Box, ½ Dozen in Shipping Container

# TOYS

## PEG SETS
Pressman



In attractively lithographed box 13⅛" x 9" x 1½"

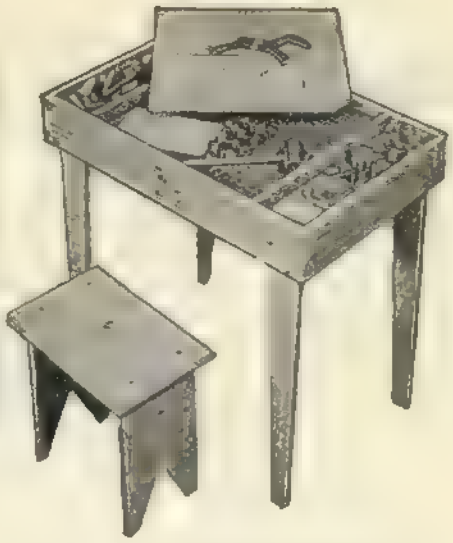
**No. 2909** Per dozen $3 60
Six Dozen in a Carton

## PEG SETS
Pressman

This small fry set has a 240 hole board with a daily diary framed in enameled wood moulding, 60 pegs, enameled wood mallet. Packed in attractive lithographed label box, 19½" x 13⅛" x 1⅝"

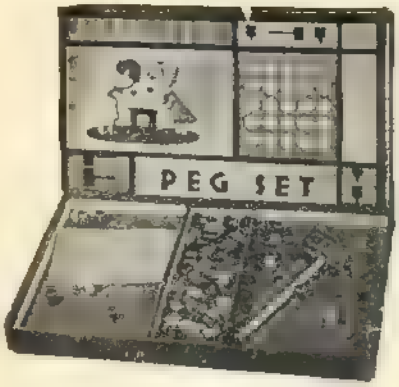
**No. 1109** Per dozen $12 00
Two Dozen in a Carton

## PEG AND NAIL TABLES
Pressman



This peg and nail table combination comes with a separate bench and has a dye cut masonite top with assorted colored enameled pegs, as well as a gypsum board with nailing parts, package of nails and enameled mallet. Packed K. D. in a shipping carton

**No. 3309** .....Per dozen $13 20
Half Dozen in a Carton




This small fry set contains two 6" x 9" Masonite peg boards with die cut holes, a wooden mallet, assorted colored pegs and design sheets, in a strikingly designed lithographed label box, size 15¼" x 9¾" x 1⅞".

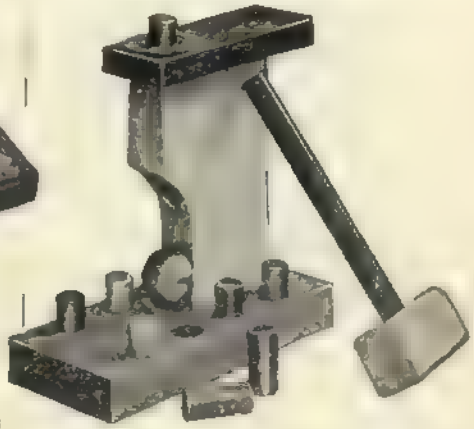
**No. 5909** ..... Per dozen $6.00
Four Dozen in a Carton

## PEG AND NAIL TABLES
Pressman

This peg and nail table combination comes with a saddle seat and has a die cut Masonite top with assorted colored enameled pegs, as well as a gypsum board with nailing parts, package of nails and enameled mallet. Each set K D. in shipping carton

**No. 2309** .Per dozen $27.60
Half Dozen in a Carton

## POUND PEG AND BELL BENCH
Rich



Size 7½" long x 3½" wide x 8" deep. This new design pounding bench incorporates our original bell ringer feature. Finished in red, green, yellow and black lacquer. Packed in attractive two-color folding display box.

**No. 805** ..... Per dozen $13 80
One Dozen in a Carton

# Model Toys LIFE

Model ROAD GRADER
Overall length 26", weight 10 lbs., 2 oz.

A table-top becomes vast table-lands . . . and a sandbox or beach becomes a construction site to the lucky child with a Model Toy! For Model Toys are exact working copies of giant construction machines . . . toys that guide young minds, hands, and imaginations along constructive lines. They're quality-built . . . outlast the average toy 3 to 11 Summer or winter, indoors or out . . . for your child Model Toys are well worth the difference!

Write today for FREE Catalog describing this and the other Model Toys . . . the Model EARTH HAULER, BUCKET LOADER, CONCRETE MIXER and ROAD GRADER

CHAS. WM. DOEPKE MFG. CO., INC. - ROSSMOYNE, OHIO

Model TOYS

Advertised in Life, June*

Life Newspaper Mat

2 cols. x 84 lines

*He deserves only happy Vacation Memories!*

A long year in stuffy classrooms . . . now, vacation. Give your child only happy vacation memories! Reward his schoolwork with Model Toys! Model Toys are exact working copies of giant construction machines . . . toys that guide young minds, hands, and imaginations along constructive lines. Model Toys are quality-built . . . outlast the average toy 3 to 11 Summer or winter, indoors or out . . . Model Toys are well worth the difference!

Model ROAD GRADER

See the Model Crane, Road Grader, Earth Hauler, Bucket Loader, and Concrete Mixer

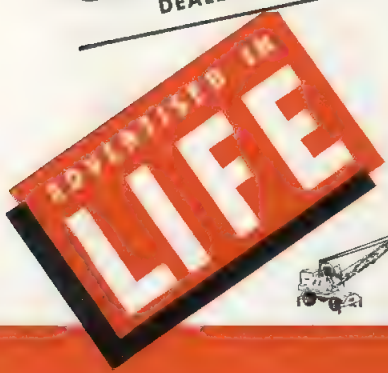
Model TOYS

DEALER'S IMPRINT

*It's never been done before!* A promotion plan pushing December's big volume of toys . . . *during the slack-months!*

*Never before* have toy merchandisers had a campaign set up to sell toys . . . tied in with seasonal beach and vacation items!

* Reproductions are reduced for convenience



# Vacation Promotion Plan

## Never Before a Toy Promotion Like This!

### WHAT DO YOU GET?

You get a merchandising plan worked out by LIFE magazine—one of America's most powerful sales influences! You get the pull of sock advertising in LIFE . . . appealing LIFE Counter Cards, and tested Newspaper Mats—"as advertised in LIFE." You get suggestions for Counter and Window Displays. *All* these Sales Aids booming the sale of *Model* Toys—tied in with your store's regular Vacation Promotion!

### WHAT DO YOU DO?

Gear your regular promotion of vacation items to tie in with Doepke's National Consumer Campaign! Dress your windows to pull LIFE readers into your store. Set up Counter Cards and organize point-of-sale displays. Use the *Model* Toy—LIFE Newspaper Mats. Tie *Model* Toys in with the vacation promotion you'll be doing . . . as window props, as display "theme" items!

### *Perfect for Vacation Promotion!*

**NEW DOEPKE *Model* CRANE!**

Here's a toy *packed with action!* The *Model* UNIT CRANE is the *only* toy crane now on the market that's an authentic reproduction. Lifts more weight than any other *comparable toy!*

Gear-operated cab swings in 360° circle! Steerable front wheels and tow bar make for perfect "tracking" when towed by other *Model* Toys! Boom jointed in center. Movable Outriggers with jacks! All action controlled by cranks and gears!

SUMMER OR WINTER
A WINNER
INDOORS OR OUT

### ANY RESULTS?

Your cash register will be hotter than a two-dollar pistol! You'll have toy sales profits in addition to profits on vacation items!

***Model* TOYS *NEW* Freight Allowances will save you money!**

**ASK YOUR REPRESENTATIVE!**

**WEST**
Mr. Ken Roberts
Western Merchandise Mart
1355 Market Street
San Francisco 3, Calif.

**EAST**
Mr. Joseph J. Barnett
200 Fifth Avenue
Rooms 559 and 553
New York 10, N. Y.

**MIDWEST**
Mr. Hugh D. Kenney
1443 Merchandise Mart
Chicago, Illinois

**SOUTHWEST**
Forrest & Thigpen
6002 Worth Street
Dallas, Texas

**SOUTH**
Wm. A. Yarborough.
Atlanta Toy Mart, Inc.
84 Tenth St., N. W.
Atlanta, Georgia

***ORDER NOW to Meet the Coming Demand!***

**Model TOYS**

ADVERTISED IN LIFE

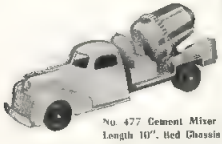
No. 476 Bell Telephone Truck. Length of Truck 10¾". Olive Green. Equipped with digging tools, red trailer and telephone pole

No. 464 Fire Engine. Length 7½" Red with nickel trim.

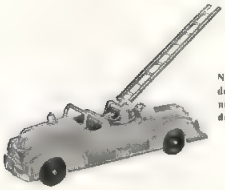
No 476 Dump Truck Length 9½". Green Chassis . Red Dump.

**DIE-CAST**

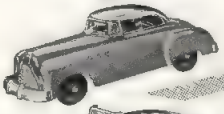
# HERE ARE THE NEW *Hubley* KIDDIE TOYS



No. 477 Cement Mixer Length 10". Red Chassis . Green Body. Revolving Aluminum mixer.



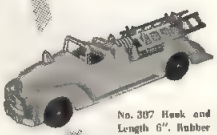
No 463 Hook and Ladder Length 7½". Red with nickel trim. Revolving ladder turret. Plastic ladder



No. 465 Convertible Length 7". Assorted colors. Nickel trim. "Top flips open or shut with a flick of a finger."

No. 305 Fire Chief Car. Length 6". Rubber wheels. Red with aluminum trim

PLASTIC



No. 307 Hook and Ladder. Length 6". Rubber wheels. Red with two steel ladders

HERE they are ... DIE-CAST and PLASTIC! Hubley now makes them BOTH! Six brand new models of the die-cast line are shown on the opposite page. Four of the new, low-cost plastic designs are pictured on this page. Every one a realistic, authentic reproduction of the real thing ... Kiddie Toys that kiddies prefer.

The new Hubley plastics were a sensation at the Toy Show ... they'll be even more of a bit with youngsters (and grownups too) in your store.

Write for complete information and prices on both Hubley Die-Cast and Plastic toys today.

The Hubley Manufacturing Company

LANCASTER PENNSYLVANIA

W. H. RHONE in charge of our New York Office and Showroom
Room 324, 200 Fifth Avenue, New York City

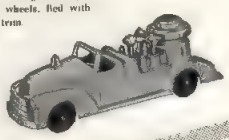
W. G. YOUNG & SON
99 Chauncy St.
Boston, Mass.

LEO A. SCHERRER
2840 W. 93rd St.
Seattle 7, Wash.

E. A. KAHN
155 S. Alta Vista St.
Los Angeles, Calif

Export Sales Agent: GUTTERMAN CO., INC., 35 S. William St., N.Y.C.

No. 306 Fire Engine. Length 6" Rubber wheels. Red with aluminum trim



No. 308 Taxicab Length 6". Rubber wheels Assorted colors.

# TOYS

## STROMBECK-BECKER WOOD TRAINS

Popular pull trains, substantially constructed, brightly colored, ready for play. Every Strombeck-Becker train has these four essential features. Flashy colors that are harmless, yet help to denote the various parts of real railroad equipment. All wheels riveted to solid steel axles, with smoothly rounded bearings. Polished, free-rolling wheels which will not mar floors or furniture. Each train will support the weight of a man—proof of durability.

### AMERICAN FAST FREIGHT TRAINS

A new 5-piece train. Length 17½", height 2". Box 17⅝"x2¼"x1⅝".

**No. 228** ..... Per dozen $12.00

One Set in a Box

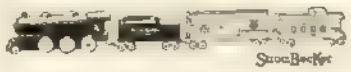
### NATIONAL FAST FREIGHT

Six pieces with "Hold Fast" couplers. Length 34", height 2¼". Box 17"x3¾"x1¾".

**No. 1B** ..... Per dozen $20.28

One Set in a Box

### PACIFIC FAST FREIGHT



Four pieces with patented automatic couplers (U. S. Patent No. 2036454) an exclusive feature found only on this train and on the No. 307 Transcontinental Freight. Cars couple like real railroad equipment. Each car has eight wheels, mounted underneath the cars on steel trucks. Refrigerator car has sliding doors. Length 29", height 3". Box 14⅞"x6¼"x2".

**No. 301** ..... Per dozen $36.00

One in a Box, One Dozen in a Case

### TRANSCONTINENTAL FREIGHT TRAINS

Six pieces with patented automatic couplers, an exclusive feature on the No. 307 and No. 301 cars. Cars couple like real railroad equipment. Each car has eight wheels, mounted underneath the cars on steel trucks. Refrigerator car has sliding doors. Length 44", height 3". Box 21 ⅜"x6¼"x2⅝".

**No. 307** ..... Per dozen $48.00

One Set in a Box

## STROMBECK-BECKER WOOD "TRAINAPART" TRAINS

It's a push and pull train. You can take it apart and put it together again. Dozens of different combinations, the parts slide out and can be reassembled to make many different kinds of cars. Easy assembly—easy coupling. All parts easily handled by tiny fingers. Harmless lacquer finish. Smooth surfaces. Makes an immediate appeal to parents and tots alike.

### TRAINAPART (1-UNIT)

Seven pieces. Length assembled 8½", height 2¼". Packed assembled in set-up box 8⅝"x3"x2¼".

**No. 404L** ..... Per dozen $16.80

One in a Box, Two Dozen in a Case

### TRAINAPART (3-UNIT)

Thirteen pieces. Length assembled 18¼", height 2¼". Packed assembled in set-up box 18⅝"x3"x2¾".

**No. 403** ..... Per dozen $30.00

One in a Box, One Dozen in a Case

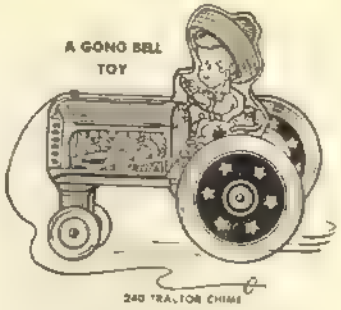
# WOOD ACTION PULL TOYS

## MAJOR BELL TOY
**Gong Bell**

All steel platform enameled in bright colors. Swinging batons. Bright lithographed colors. Moving arm jingle bells. Length 11½", width 5", height 14"

**No. 854** Per dozen $18.00
One in a Box. One Dozen in a Carton

## TRACTOR CHIMES
**Gong Bell**




It's not only a tractor, it's a tractor chime. The play value of a tractor with the extra appeal of an action floor chime. Front axle eccentric gives bouncing action as toy is pulled along.

Beautifully lithographed farmer boy character. Heavy gauge steel wheels and gongs. Sturdy construction. Colorful and amusing. Length 9¾", width 5¼ in., height 8¾ in.

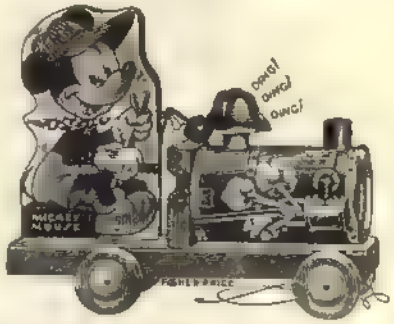
**No. 240** ..... Per dozen $12.00
One in a Box. Two Dozen in a Carton

## CLOWN CHIMES
**Gong Bell**

Here comes the Circus Clown, gaily turning cartwheels to the merry music of the chimes. Bright lithographed clown. Strong metal construction. Bright color. Nickeled gongs. Entertaining and amusing action. Pleasing chime sound. Length 11½", width 4⅝", height 8½". Each in box. Standard carton 2 dozen, weight 60 lbs. approximately.

**No. 860** ..... Per dozen $18.00
One in a Box, One Dozen in a Carton

## MICKEY MOUSE CHOO CHOO
**Fisher Price**




Here we present Mickey Mouse as the busy engineer at the throttle of his brilliant locomotive. He clangs the bell as the choo choo steams merrily along. Metal front engine, steel axles, 4-color lithographs, laminated to wood. Size 8½" long, 7" high, 3½" wide.

**No. 485** ..... Per dozen $8.40
One in a Box, Two Dozen in a Carton

## BROWNIE BEAR CART
**Gong Bell**

Brownie Bear with his bright nickeled bell and big red cart is ready to take a load anywhere. The cart is strong and so is Brownie and they'll both stand a lot of use. Sound and action. Length 15 in., width 4¾ in., height 10 in.

**No. 869** ..... Per dozen $18.00
One in a Box, One Dozen in a Carton

## DONALD DUCK DRUM MAJOR
**Fisher-Price**

Donald is the fastest baton-twirler that ever pepped up a band. Dress in a new suit. His arms move gayly up and down. His voice sings out a cheery "Quack! Quack!" Four color lithographs laminated to solid wood body. Enameled base and wheels with metal axles. Height 9 in., length 7½ in., width 4¾ in.

**No. 432** ..... Per dozen $8.40
Half Dozen in a Box, Two Dozen in a Carton

## WOOD ACTION PULL TOYS

### DONALD DUCK DRUMMER
**Fisher Price**

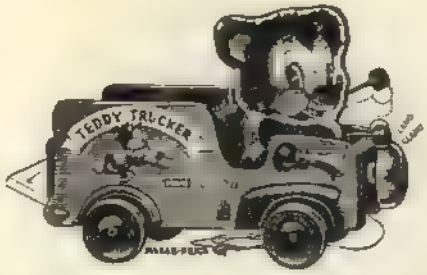
Donald Duck's arms swing up and down, as he beats out a happy rhythm on his big red drum

Wood figure and metal topped drum brightly lithographed, enameled wood base and wheels Metal axles and wire forms Size 8" high, 7½" long, 3¾" wide

**No. 454** . . . . . ..Per dozen $8.40

Half Dozen in a Box, Two Dozen in a Shipping Carton

### TEDDY TRUCKER
**Fisher Price**




Here Teddy Bear is the driver of a brilliantly-colored truck and he hammers away on his big nickel bell, warning everybody to clear the way! The truck body is large enough to carry several small playthings and the tailgate can be opened or closed. Solid wood construction, enameled wheels and steel axles. Size: 10½" long, 7¾" high, 4½" wide

**No. 711** ..... .. . . . .Per dozen $15 00

One in a Box, Two Dozen in Shipping Carton

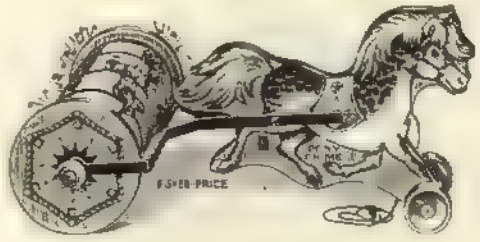
### MERRY MUTT
**Fisher-Price**

This colorful xylophone player has an exceptionally friendly expression with a mischievous eye and a winning smile. Lithographed in brilliant, doggie colors, Merry Mutt's music-making paws move up and down to bang out a lively tune with his wooden mallets Enameled wood wheels, base and platform, nickeled wires and nickeled steel xylophone keys 3" long Size 8" high, 7½" long, 4" wide

**No. 473** . . . . . ..Per dozen $9 00

Half Dozen in a Box, Two Dozen in a Shipping Carton

### PONY CHIME
**Fisher-Price**



Drum lithographed in 5 colors, portrays the theme of a moving Merry-Go-Round. Three galloping horses in three brilliant colors. Action in drum gives forth a tuneful chime. Wood horse and wood wheels, metal cylinder and shafts. Length 13⅝ in., width 10 in., height 6⅝ in

**No. 758** . . . . . Per dozen $19 08

One in a Box, Two Dozen in a Carton

### QUACKY FAMILY
**Fisher-Price**

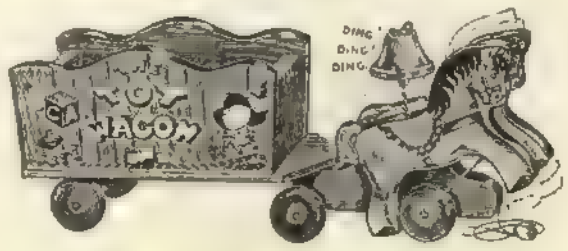
**Waddle, Waddle and Quack-Quack**

Mama duck and three wabble gaited ducklings. Rubber connectors can be separated and joined together Hardwood turned bodies and heads colorfully enameled Mama duck has concealed voice, rubber tail and bill.

**No. 799** . . . . . .Per dozen $12.72

One in a Box, Two Dozen in a Carton

### TOY WAGON
**Fisher-Price**




The toy wagon is a roomy wagon which will hold many playthings. It is pulled along by two prancing ponies whose action rings a large bell. Enameled wood wheels, brightly lithographed ponies and wagon sides. Wood construction throughout. Size—17¾ in long, 7⅛ in. high, 5 in. wide.

**No. 171** ..... .....Per dozen $26 40

One in a Box, Two Dozen in a Carton

### TEDDY BEAR XYLOPHONE
Fisher Price

This lovable Teddy Bear moves his arms up, down, and from side to side. The mallets fall on the five nickeled metal keys of the xylophone in a changing melody. The action parts are simple and ingenious and will not get out of order. Fully protected by patents. Lithographed in striking, four-color design enameled wood wheels, body and platform, nickeled wires and plates, pull string and pull bead. 10½" high, 9" long, 4⅝" wide

**No. 762** Per dozen $19 08

One in a Box, Two Dozen in a Carton

### DONALD DUCK XYLOPHONE
Fisher-Price

Cocky little Donald that everybody loves really goes to town on his xylophone. His arms move up and down and swing back and forth striking all seven steel keys on his keyboard. This action is original and exclusively patented by Fisher Price. He is a surefire hit with the youngsters. 4-color lithographed wood figure. Enameled wood base and wheels, nickel plated keys. Metal axles and wire forms. 13" high, 11" long, 6" wide

**No. 177** Per dozen $2[illegible] 40

One in a Box, One Dozen in a Carton

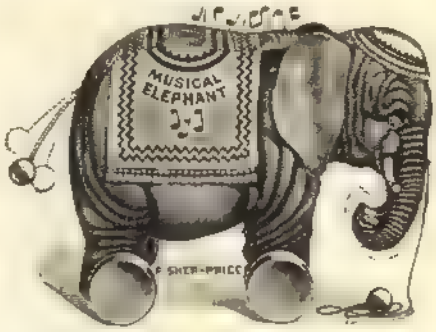
### SNOOPY SNIFFER
Fisher Price

Snoopy has a concealed woof and a loose-jointed splay-footed, ludicrous gait. Solid wood, four-color lithographed sides, jointed legs, rubber paws, floppy ears and spring tail. 16½" long, 8¾" high, not including 4" tail 6" wide.

**No. 180** .....Per dozen $24.00

One in a Box, One Dozen in a Carton

### MUSICAL ELEPHANT
Fisher-Price

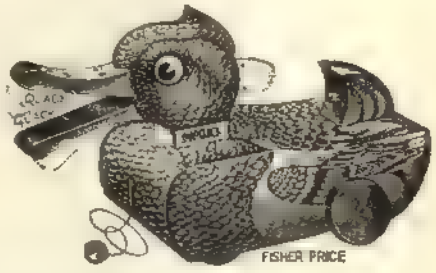



A big jolly elephant that eats peanuts, and as he rolls along swinging his head and tail from side to side, his suede-lined rubber fabric ears move with his head. Also gives forth a merry tune. Gray body and colored blanket and cap. Length 12", height 8", width 4¼".

**No. 145** .....Per dozen $24 00

One in a Box, One Dozen in a Carton

### SNAP QUACK
Fisher-Price



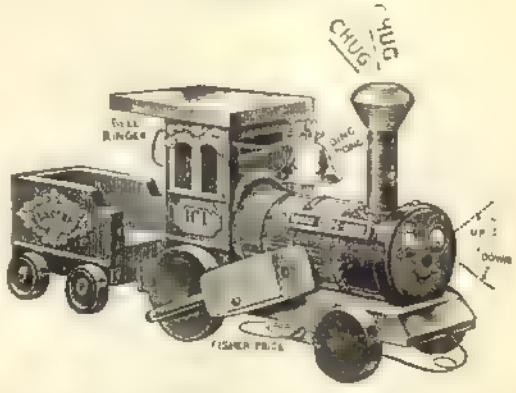

Watch the youngsters go for this latest addition to the Fisher-Price family of toys. New and original action. Head and body turn independently from side to side in a life-like motion. Beak opens and closes with a loud "Quack-Quack." Brilliantly lithographed in the original colors of a Millard duck. All wood construction.

Size 11½" long, 7¾" high, 4" wide

**No. 141** .....Per dozen $24.00

One in a Box, One Dozen in a Carton

### LOOKY CHUG CHUG
Fisher Price




The livest, friendliest, fun-giving locomotive. The front of the boiler is a jolly face and as Looky Chug-Chug is pulled along, his eyes roll up and down, further intriguing its little owner. There is a large nickel bell for the child engineer to ring. The piston rods move in and out of the cylinders which move up and down. New and patented locomotive sound adds realism and play-value. Size 14" long, 5¼" wide, 7" high

**No. 161** Per dozen $26.40

One in a Box, One Dozen in a Carton

# Hallmark

- ☆ SHOCK-PROTECTED
- ☆ FULLY GUARANTEED
- ☆ DUST-PROTECTED
- ☆ PACKED IN GIFT BOXES
- ☆ ALL STYLED WITH METAL BRACELETS
- ☆ NATIONALLY ADVERTISED

**No. 29HK4475**
Smart, trim-looking men's watch with 14K yellow gold dust-protected case and matching gold-filled expansion bracelet. Raised figure dial and high dome crystal make it easy to read. 17 Jewel Hallmark shock-protected movement.
**Suggested Retail.....$96.00**

**No. 30HK2875**
Practical and handsome, this man's watch has a 10K yellow gold filled dust protected case with a matching gold filled expansion type bracelet. Cleanly legible raised figure dial and high dome crystal. Accurate 17 Jewel Hallmark shock-protected movement
**Suggested Retail.... $57.50**

**No. 31HK2675**
This man's watch features dust-protected 10K yellow rolled gold plate case with non corrosive back, matching gold filled expansion type basket weave bracelet. Raised figure dial, domed crystal. Sweep sec. and hand. 17 Jewel Hallmark shock-protected movement.
**Suggested Retail $55.00**

**No. 32HK2400**
Dust protected 10K yellow rolled gold plate case with non-corrosive back and matching link bracelet. Easy read raised figure dial, clear domed crystal. 17 Jewel Hallmark shock protected movement
**Suggested Retail ..$50.00**

**No. 33HK1800**
Same as above but with 7 Jewel Hallmark shock-protected movement.
**Suggested Retail .$33.00**

**No. 34HK2400**
Dust protected 10K yellow rolled gold plate case with non-corrosive back, matching gold-filled expansion bracelet. Raised figure dial, domed crystal. 17 Jewel Hallmark shock protected movement.
**Suggested Retail.....$50.00**

**No. 35HK1800**
Same as above but with 7 Jewel Hallmark shock-protected movement
**Suggested Retail .. $33.00**

**No. 36HK3750**
AUTOMATIC, SELF-WINDING. Superb ultra practical watch for men. All stainless steel water repellent, dust protected case with matching steel, expansion type basket-weave bracelet. Has radium figure dial and hands, sweep second hand. 17 Jewel Hallmark shock-protected movement
**Suggested Retail.....$71.50**

**No. 39HK2675**
Heirloom quality pocket watch with 10K yellow gold-filled, dust-protected case and raised figure dial. 17 Jewel Hallmark shock protected movement.
**Suggested Retail.....$55.00**

**No. 40HK2350**
Same as above in 10K yellow rolled gold plated case.
**Suggested Retail.....$47.50**

**No. 37HK3725**
WATER-REPELLENT. Impressive looking watch with dust-protected stainless steel case and all steel expansion bracelet. It has radium figure dial and hands, including a sweep-second hand. Ideal for the doctor. 17 Jewel Hallmark shock-protected movement for the utmost dependability
**Suggested Retail. ..$55.00**

**No. 38HK3150**
WATER REPELLENT. Distinctively modern watch with yellow top, steel back case. Dust protected for trouble-free service. Matching gold-filled combination expansion bracelet. Radium figure dial and hands. Sweep second hand. 17 Jewel Hallmark shock-protected movement
**Suggested Retail.....$60.00**

☆ SHOCK-PROTECTED

☆ FULLY GUARANTEED

☆ DUST-PROTECTED

☆ PACKED IN GIFT BOXES

☆ ALL STYLED WITH METAL BRACELETS

☆ NATIONALLY ADVERTISED

# Hallmark... *watches of lasting dependability*

**No. 0HK17300**
Aristocratic looking 14K white gold dust-protected case set with 16 brilliant diamonds. 14K gold bracelet. Raised figure dial, high dome crystal. 17 Jewel Hallmark shock-protected movement provides lifetime accuracy.
**Suggested Retail.....$350.00**

**No. 1HK11900**
Elegant 14K white gold dust-protected case handsomely set with 10 diamonds, with matching two-strand brocded gold filled bracelet. Raised figure dial, high dome crystal and a 17 Jewel Hallmark shock protected movement.
**Suggested Retail . . . $250.00**

**No. 2HK9000**
Brilliantly polished 14K yellow gold dust-protected case set with 6 sparkling diamonds. Matching gold-filled bracelet expansion type. Raised figure dial and high dome crystal. 17 Jewel Hallmark shock-protected movement
**Suggested Retail.. .. ...$185.00**

**No 3HK6300**
Sophisticated case is 14K white gold set with 2 flashing diamonds. Dust-protected. Matching flat snake type bracelet is gold filled. Raised figure dial and clear high dome crystal. 17 Jewel Hallmark shock-protected movement.
**Suggested Retail.....$125.00**

**No 4HK6300**
Debonair looking watch with a 14K yellow gold dust-protected case set with 2 lovely diamonds. Gold-filled matching round snake bracelet. Raised figure dial. High dome crystal. 17 Jewel Hallmark shock-protected movement.
**Suggested Retail.....$123.00**

**No. 5HK16500**
A dramatically beautiful watch for the discriminating lady. The 14K white gold dust-protected case is set with 20 sparkling diamonds. The matching 2-strand snake type bracelet is gold-filled. Raised figure dial and clear, domed crystal. Accuracy is assured by the 17 Jewel Hallmark shock-protected movement
**Suggested Retail.....$325.00**

DIAMONDS ENLARGED TO SHOW DETAIL

# Hallmark...

☆ Shock-protected ☆ Styled with metal bracelets

☆ Dust-protected ☆ Packed in gift boxes

☆ Fully guaranteed

☆ Nationally advertised

Shock resistant and water repellent features are guaranteed to conform with the specifications issued by the Federal Trade Commission.

Printed guarantee and instructions covering Hallmark watches are inclosed with each purchase.

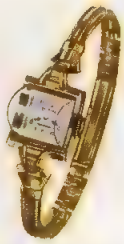
**No. 6HK4000**
Exquisitely designed 14K yellow gold dust-protected case set with 2 star bright diamonds. Gold-filled expansion type snake bracelet Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement for absolute accuracy.
**Suggested Retail.....$80.00**

**No. 7HK4000**
Smart ladies watch with 14K yellow gold dust protected case set with 2 diamonds. Matching gold-filled chain bracelet Raised figure dial and high domed crystal ensure clarity. Ultra dependable 17 Jewel Hallmark shock-protected movement.
**Suggested Retail..... $80.00**

**No. 8HK3800**
Incomparably styled 14K yellow gold dust-protected case with matching gold-filled link bracelet Clear legibility of raised figure dial provided by domed crystal. 17 Jewel Hallmark shock-protected movement is last word in timed accuracy.
**Suggested Retail.....$71.50**

**No. 9HK3800**
Simple, smart and square . . . this dust-protected case is 14K white gold, with matching gold-filled link bracelet. It also features a raised figure dial, clear, domed crystal and dependable 17 Jewel Hallmark shock-protected movement.
**Suggested Retail..... ...$71.50**

**No. 10HK3100**
The beautiful single-strand gold-filled snake bracelet attached to the lovely 14K gold dust-protected case of this watch gives it a rare elegance. Raised figure dial covered by a domed crystal and a 17 Jewel Hallmark shock-protected movement
**Suggested Retail . $60.00**



**No. 11HK3800**
This superbly styled ladies' watch features a graceful square dust-protected case made of 14K gold. Matching 2-strand round snake bracelet is gold-filled. Raised figure dial, domed crystal. Accurate 17 Jewel Hallmark shock protected movement.
**Suggested Retail.....$71.50**

## GUARANTEE

Every Hallmark watch is fully guaranteed to be made of the finest materials with the most precise craftsmanship. It is further guaranteed to be free of defects of manufacture when it leaves the factory

*Hallmark Watch Corp.*

**No. 12HK3600**
Two glowing diamonds set in a 10K yellow rolled gold-plate dust-protected case with a non-corrosive metal back. Matching gold-filled combination expansion bracelet Raised figure dial for easy legibility, domed crystal. 17 Jewel Hallmark shock protected movement
**Suggested Retail.....$70.00**

**No. 13HK3600**
Same as above, but with OK white rolled gold-plate case
**Suggested Retail..... .... $70.00**

**No. 14HK3100**
Elegant timepiece for the elegant lady. 14K yellow gold dust-protected case and matching gold-filled basket-weave bracelet. Raised figure dial, domed crystal. Supreme service assured by 17 Jewel Hallmark shock-protected movement.
**Suggested Retail.....$60.00**

**No. 15HK3100**
Attractively styled 14K yellow gold dust-protected case with matching gold-filled link bracelet. A high domed crystal protects the clear raised figure dial. Accuracy assured by 17 Jewel Hallmark shock-protected movement.
**Suggested Retail.....$60.00**

**No. 16HK3100**
Distinctive round 14K yellow gold case that's dust-protected for trouble-free service. Matching gold-filled 2-strand flat snake bracelet. Raised figure dial and dome crystal faithful service by 17 Jewel Hallmark shock-protected movement.
**Suggested Retail.....$60.00**

**No. 17HK3100**
Strikingly simple 14K yellow gold dust-protected case with matching gold-filled expansion bracelet gives this watch an ultra-modern look. Easy-to-read raised figure dial and domed crystal. 17 Jewel Hallmark shock-protected movement
**Suggested Retail.....$60.00**

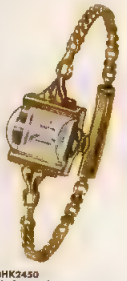
**No. 18HK2450**
Practical yet beautiful, this ladies watch has a round dust-protected case of 10K yellow rolled gold top with non-corrosive back and a matching link bracelet. Raised figure dial, durable domed crystal, 17 Jewel Hallmark shock-protected movement.
**Suggested Retail.....$50.00**

**No. 19HK1775**
Same as above, but with 7 Jewel Hallmark shock-protected movement
**Suggested Retail.....$33.00**

**No. 20HK2450**
Impressive six-sided dust-protected case is made with 10K yellow rolled gold-plate top and non-corrosive back with a matching link bracelet Raised figure dial protected by a domed crystal, 17 Jewel Hallmark shock-protected movement
**Suggested Retail.....$50.00**

**No. 21HK1775**
Same as above, but with 7 Jewel Hallmark shock-protected movement
**Suggested Retail.....$33.00**

**No. 22HK2450**
Traditionally popular cushion shape dust-protected case with 10K yellow rolled gold-plate top and non-corrosive metal back. Matching link bracelet is gold-filled. Raised figure dial, domed crystal, 17 Jewel Hallmark shock-protected movement
**Suggested Retail.....$50.00**



**No. 23HK2450**
Distinctively modern square dust-protected case with 10K yellow rolled gold top and a non-corrosive metal back. Matching chain bracelet Raised figure dial, high domed crystal. 17 Jewel Hallmark shock-protected movement assures accuracy.
**Suggested Retail.....$50.00**

**No. 24HK1775**
Same as above with 7 Jewel Hallmark shock-protected movement
**Suggested Retail.....$33.00**

**No. 25HK2600**
Dramatically designed ladies' watch has handsome dust-protected case of 10K yellow rolled gold-plate with a non-corrosive metal back. Matching expansion type bracelet is gold filled. It has the raised figure dial, domed crystal and 17 Jewel Hallmark shock-protected movement
**Suggested Retail.....$55.00**

**No. 26HK2325**
Beautiful as it is practical, this nurse's watch features a 10K yellow rolled gold-plate case with non-corrosive metal back, a handy sweep second hand and raised figure dial, protected by a durable domed crystal. Matching link bracelet, 17 Jewel Hallmark shock-protected movement
**Suggested Retail.....$47.50**

**No. 27HK2175**
Styled in excellent taste, this dainty watch has a 10K yellow rolled gold-plate dust-protected case with a non-corrosive metal back, matching link bracelet, Raised figure dial, domed crystal, and 17 Jewel Hallmark shock-protected movement.
**Suggested Retail.....$43.00**

**No. 28HK1600**
Same as above, but with 7 Jewel Hallmark shock-protected movement.
**Suggested Retail.....$30.00**

For absolute accuracy, for superior craftsmanship, for exquisite styling, Hallmark watches are equalled by only a few of the world's finest watches. Famous since 1924, dealers have come to know that the name Hallmark stands for the last word in watchmaking quality. The incomparable timepieces shown on these pages all have Hallmark shock-protected movements that provide accurate timing and years of trouble-free, dependable service. In addition, the attractive cases and metal bands offer the last word in styling. When you buy Hallmark, you buy with supreme confidence that you're getting the best.

All Hallmark watches are made with standard, interchangeable parts for quick, easy replacement if necessary.

Suggested retail prices include Federal Excise Tax

Watches illustrated are ⅞ of actual size.

# HAMPDEN

## FAMED 17-JEWEL ACCURACY
## OUTSTANDING MODERN DESIGN

**A** Advance style in a mirror-polished 14K. yellow gold case . . . clear raised crystal, genuine alligator strap. Rugged 17-Jewel Hampden shock-resistant* movement.
**5031H4760 Suggested Retail $100.00**

**A** Same 17-jewel movement as above . 10K. yellow gold filled case . . . sturdy genuine pigskin strap.
**5032H3010 Suggested Retail $57.50**

**B** Polished to a mirror-like finish . . . modern 14K. yellow gold case with a gleaming dome crystal. Fine genuine suede strap. Famed 17-Jewel Hampden shock-resistant* movement—guaranteed for accuracy.
**5033H4760 Suggested Retail $100.00**

**B** Same movement as above, 10K. yellow gold filled case, genuine pigskin strap.
**5034H3010 Suggested Retail $57.50**

**C** Popular circle-styled 10K. yellow gold filled case with matching expansion bracelet. Guaranteed 17-Jewel Hampden shock-resistant* movement for perfect service.
**5035H3150 Suggested Retail $60 00**

**C** Same case as above . . . 17-Jewel faithfully-accurate Hampden movement . . . genuine pigskin strap.
**5036H2590 Suggested Retail $49.50**

**D** Clean masculine lines in a 10K. yellow gold filled case with a modern curved crystal, a genuine pigskin strap. 17-Jewel dependable Hampden movement.
**5037H2745 Suggested Retail $52.50**

**E** Effective simplicity marks this square 10K. yellow gold filled case. It has a matching expansion bracelet, a raised crystal, and the famous-for-accuracy 17-Jewel Hampden shock-resistant* movement.
**5038H3185 Suggested Retail $60.00**

**F** Water-repellent, anti-magnetic — all stainless steel for rugged reliability. Matching expansion bracelet. Luminous figures and hands, sweep second hand—17-Jewel Hampden shock resistant* movement.
**5039H3010 Suggested Retail $57.50**

**G** Superbly styled streamlined square case, 10K. yellow rolled gold plate top, stainless steel back . . . clear raised crystal . . . genuine pigskin strap. 17-Jewel Hampden movement for the finest service.
**5040H2310 Suggested Retail $45.00**

**H** Handsome case of 10K. yellow rolled gold plate with a non-corrosive steel back. Matching 10K. yellow gold filled expansion bracelet. Superb 17-Jewel Hampden movement for trustworthy timekeeping.
**5041H2450 Suggested Retail $47.50**

**H** Same 17-Jewel Hampden watch as above, with fine, genuine pigskin strap.
**5042H2100 Suggested Retail $39.50**

**J** Just as attractive as it is accurate—10K. yellow gold filled top, stainless steel back. The unusual matching bracelet is combination mesh-and-expansion. Lastingly dependable 17-Jewel Hampden movement.
**5043H2935 Suggested Retail $57.50**

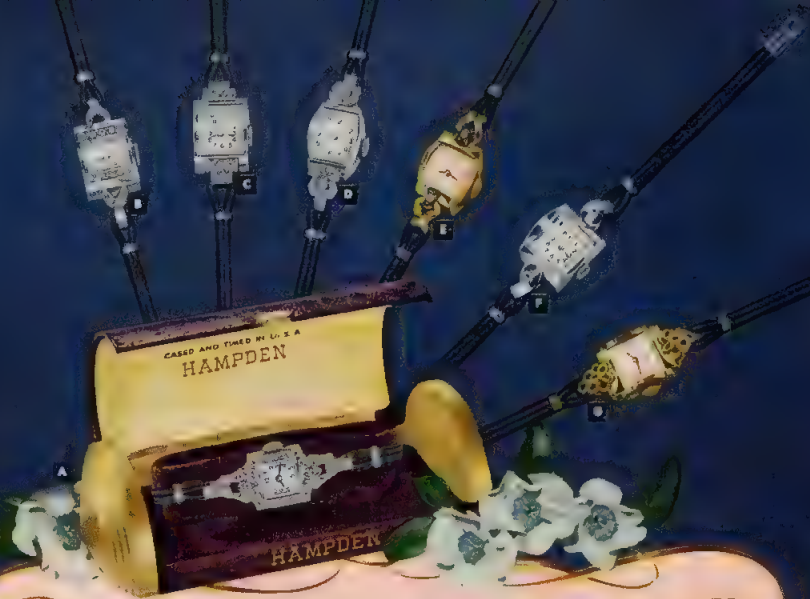
**K** Hampden AUTOMATIC—newest convenience in a fine watch—it winds itself on your wrist. All stainless steel, water-repellent and anti magnetic, luminous figures and hands, sweep second hand, matching expansion bracelet. Famous 17-Jewel Hampden shock resistant* movement.
**5044H3750 Suggested Retail $70.00**

**L** Gleaming 14K. yellow gold and outstandingly handsome extra-thin style, make this a pocket watch *any* man would be proud to own. 17-Jewel guaranteed accurate Hampden movement.
**5045H5565 Suggested Retail $115.00**

**L** Same fine 17-Jewel Hampden movement as above . . . 10K. yellow gold filled case.
**5046H2795 Suggested Retail $52.50**

**L** Same famous 17-Jewel Hampden movement, 10K. yellow rolled gold plate case.
**5047H2515 Suggested Retail $47.50**

**Guaranteed to conform with specifications issued by the Federal Trade Commission. Printed guarantee and specifications covering this watch enclosed with each purchase.*




# HAMPDEN

## *Pride of the Watchmaker's Art*

★ **Hampden Movements . . . every one 17-jeweled for maximum efficiency, longest service!**

★ **Hampden Craftsmanship . . . the ultimate in modern precision techniques!**

★ **Hampden Styling . . . incomparable beauty of design!**

★ **Hampden Watches . . . each one delivered in its own dramatic gift box!**

Remember, every Hampden watch, without exception, is 17-Jeweled— fulfills the highest qualifications for accuracy, service, and beauty. Parts are standard and interchangeable, available at most reliable jewelry and watch repair stores. Hampden watches are fully guaranteed, as stated in our guarantee terms.

## LOVELIEST OF ALL • HAMPDEN DIAMOND WATCHES

**A** Twenty-two fine, blazing diamonds, artfully set in a 14K. white gold square . . . a truly magnificent case. Famed 17-Jewel Hampden movement, guaranteed for faithful accuracy . . . this is a magnificent timepiece.
**5000H17500 . . . . . Suggested Retail $360.00**

**B** Fourteen breathlessly beautiful diamonds . . . brilliantly displayed in a modern square case of 14K. white gold. A gleaming modern dome crystal protects the dependably accurate 17-Jewel Hampden movement.
**5001H13825 . . . . . Suggested Retail $300.00**

**C** Ten star-bright diamonds in a stunning 14K. white gold square case . . . charming choice for the woman who loves luxurious simplicity. Modern dome crystal, faithful 17-Jewel guaranteed Hampden movement.
**5002H12600 . . . . . Suggested Retail $275 00**

**D** Six sparkling diamonds in a 14K. white gold case . . . discerning combination of traditional design, modern craftsmanship. Modern dome crystal, and unerringly accurate 17-Jewel Hampden movement.
**5003H9695 . . . . . Suggested Retail $200.00**

**E** Two diamonds eloquently sparkle in this enchanting case of 14K. yellow gold . . . feminine and modern. The reliable 17-Jewel Hampden movement is guaranteed for years of faithfully accurate timekeeping.
**5004H6230 . . . . . Suggested Retail $130.00**

**F** Fashion-right—every lovely line of this 14K. white gold square case, dramatized with two brilliant diamonds. Modern dome crystal . . . the guaranteed-for-accuracy, famous 17-Jewel Hampden movement.
**5005H6230 . . . . . Suggested Retail $130.00**

**G** Gold filigree, loveliest example of the goldsmith's art, in an unusual 14K. yellow gold case. Its lace-like beauty holds a famed 17-Jewel Hampden movement.
**5006H4305 . . . . . Suggested Retail $90.00**

*Suggested retail prices include Federal Excise Tax*
*Watches are illustrated 7/8 of actual size*

# WATCHES



## Loved for Exquisite Beauty

**M** Matchmates . . this beautiful 10K. yellow gold filled case, and matching sunbeam link bracelet. And combining beauty with accuracy . . . an incomparable 17-Jewel Hampden movement.
5019H2795
Suggested Retail . . . . . $52.50

**N** Nurse's watch, trustworthy and trim-looking. 14K. yellow gold case, sweep second hand, easy-to-read face. For this important watch—the wonderfully accurate 17-Jewel Hampden movement.
5020H3290
Suggested Retail . . . . . $62.50

**N** Same dependable 17-Jewel Hampden movement as above, this time with a 10K. yellow gold filled case.
5021H2485
Suggested Retail . . . . . $47.50

**O** Outstanding for smartness and durability, this watch is 10K. yellow rolled gold plate with a stainless steel back—unbreakable dome crystal—matching 10K gold filled link bracelet. Guaranteed 17-Jewel Hampden movement.
5022H2555
Suggested Retail . . . . . $47.50

**P** Bright mirror-finish on this exquisite 10K. yellow gold filled case . . . curved raised crystal, square face. 17-Jewel Hampden movement for dependability.
5023H2640
Suggested Retail . . . . . $50.00

**Q** Queenly in its smart, flowing lines, this case is 10K. yellow rolled gold plate with a stainless steel back . . a round dome crystal The matching expansion bracelet is 10K. gold filled For faultlessly accurate timekeeping—famous 17 Jewel Hampden movement.
5024H2640
Suggested Retail . . . . . $50 00

**R** Radiantly attractive modern square—10K. yellow rolled gold plate . . . non-corrosive steel back . . . curved raised crystal . . . matching 10K. gold filled chain bracelet. Accurate 17-Jewel Hampden movement.
5025H2520
Suggested Retail . . . . . $47 50

**S** Sophisticated cushion case of 10K. yellow rolled gold plate with a stainless steel back. A popular gift choice, this watch, of course, has the famous, faithful, 17-Jewel Hampden movement.
5026H2345
Suggested Retail . . . . . $45.00

**T** A treasure . . . of modern beauty, and modern accuracy. 10K. yellow rolled gold plate with stainless steel back . . . curved raised crystal . . . famous 17-Jewel Hampden movement.
5027H2345
Suggested Retail . . . . . $45.00

**U** Undeniably classic . . . and undeniably lovely. 10K. yellow rolled gold plate circular case with a stainless steel back . . . faithful 17-Jewel guaranteed Hampden movement.
5028H2065
Suggested Retail . . . . . $39.50

**V** Two diamonds in a brilliantly designed modern watch of 10K. yellow rolled gold plate, with a stainless steel back, a curved raised crystal. For the finest in accurate service . . . 17-Jewel guaranteed Hampden movement.
5029H3555
Suggested Retail . . . . . $67.50

**V** Same watch as above . . . stunning in 10K. white rolled gold plate . . . with a stainless steel back . . . two diamonds.
5030H3555
Suggested Retail . . . . . $67.50

# HAMPDEN

## *Proved for Faithful Accuracy* • • •

**A** Two flaming diamonds in a dramatically modern case of 14K. yellow gold. Flowing, streamlined curves are accented with a gleaming dome crystal. The modern-mode, guaranteed accurate, 17-Jewel Hampden movement offers dependable service.
5007H4445
Suggested Retail . . . . . $90.00

**B** Two beautifully displayed diamonds . . . a 14K. yellow gold case with feminine lines . . . a bewitchingly modern watch with a shining dome crystal. Famed 17-Jewel Hampden movement.
5008H4445
Suggested Retail . . . . . $90.00

**C** Simply fascinating design, stunning in 14K. yellow gold, mirror-polished to dramatize the modern beauty of this case. Fashionable dome crystal . . . and the nationally famous, unfailingly accurate 17-Jewel Hampden movement
5009H3500
Suggested Retail . . . . . $67.50

**C** Same watch as above . . . with the case in distinctive 14K. white gold.
5010H3500
Suggested Retail . . . . . $67.50

**D** Detailed design, for modern in the farma- manner. Lovely 14K yellow gold case . . . sleek double snake bracelet, 10K. yellow gold filled. Clear raised crystal. 17 Jewel Hampden movement
5011H3815
Suggested Retail . . . . . $70.00

**E** Elegant petals of 14K. white gold cluster at each side of this dainty, matching square case. The gleaming crystal is raised for easy reading . . . famous 17-Jewel Hampden movement.
5012H3500
Suggested Retail . . . . . $67.50

**F** Fresh young fashion—the watch case a 14K. yellow gold square with tiered ends . . . a clear, shining raised crystal . . . and the 17-Jewel Hampden movement a treasure of accuracy.
5013H3430
Suggested Retail . . . . . $65.00

**G** Gorgeous . . . such elegance of line in this 14K yellow gold cushion case . . . a dome crystal gives it the final, perfect touch. For accuracy, a guaranteed 17 Jewel Hampden movement.
5014H3150
Suggested Retail . . . . . $60.00

**H** Heartbreaker's watch . . . a charming circle of 14K yellow gold, its modern dome crystal a gleaming accent. 17-Jewel movement carries the famous Hampden guarantee for accuracy.
5015H3150
Suggested Retail . . . . . $60.00

**J** A joy forever the unusual beauty of this 14K. yellow gold case with a square face, a shining curved crystal. And faithfully accurate—the 17-Jewel guaranteed Hampden movement.
5016H3150
Suggested Retail . . . . . $60.00

**K** Keynote- modern simplicity. The result, a stunning modern watch. 10K yellow gold filled case . . . matching modern link bracelet. Guaranteed for accuracy 17-Jewel Hampden movement.
5017H2795
Suggested Retail . . . . . $52.50

**L** Lovely golden loop . . . the case 10K yellow gold filled . . . matching 2 strand snake bracelet . . . new unbreakable dome crystal. Unerringly accurate 17-Jewel Hampden movement.
5018H2795
Suggested Retail . . . . . $52.50

LaPLANT CHOATE

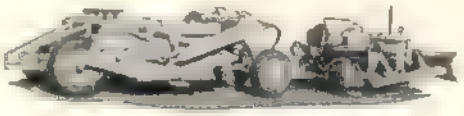
# HYDRAULIC OPERATED SCRAPERS

• Here are two of the neatest little self-loading scrapers you've ever seen for ditching and shoulder work . . . digging stock ponds . . . filling in around culverts and bridge abutments and for literally hundreds of light excavation, hauling and grading jobs around farms, cemeteries, golf courses, etc. Choice of 2 or 4-yard capacities for use with either track-type or high speed rubber-tired industrial tractors. Low in cost . . . easy to operate and maintain . . . equipped with improved single unit hydraulic system for long trouble-free service. Just the thing for counties, municipalities, small contractors and others who need a utility earth-moving tool.

**Brief Specifications**

| Model | Capacity | Type of Tractor* | Type of Ejection | Length | Width | Weight in Lbs. |
|---|---|---|---|---|---|---|
| C-22 | 2 Yds. | Wheel | Gravity | 13' | 5' 11" | 2700 |
| C-24 | 2 Yds. | Crawler | Gravity | 16' | 5' 11" | 2960 |
| C-42 | 4-5 Yds. | Wheel | Forced | 17' 1½" | 7' 8¾" | 6800 |
| C-44 | 4-5 Yds. | Crawler | Forced | 22' 7" | 7' 8¾" | 6980 |

*25 to 35 DBHP recommended for Model C-22 and C-24 scrapers; 35 to 45 DBHP recommended for Models C-42 and C-44.



GOOD NEWS FOR OWNERS OF D-2 AND D-4 DOZERS

Now with only a small additional investment in a C-24 or C-44 scraper, you can practically double the profit range of present hydraulic dozer equipment. Simple, low-cost hydraulic conversion unit permits efficient operation of both dozer and scraper . . . saves the cost of a new hydraulic system . . . enables you to handle a wider range of jobs at a profit. Complete details on request.

118-4-48

LaPLANT CHOATE

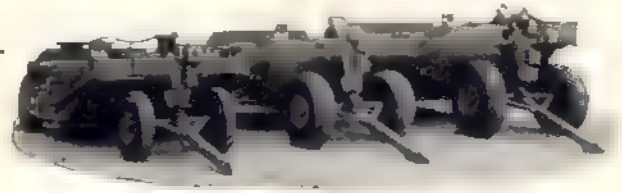
# CABLE OPERATED SCRAPERS

• When it comes to buying tractor-scraper rigs, remember **it's the scraper that controls the payload.** And as every experienced dirtmover knows, there's a big difference in the performance of various scrapers under varying job conditions. Moreover, a difference of only 5 yards per hour, figured over the operating life of a scraper, can easily mean **60,000 yards of "pay dirt"—gained or lost—at your own bid price.** That's why more and more smart dirtmovers are holding out for job-proved LaPlant-Choate scrapers—because competitive tests prove that LaPlant-Choate's advanced engineering assures **highest average production at lowest overall cost.**

Quicker, Easier Loading

Lower Horsepower Requirements

Faster, Smoother Spreading



C-106 C-108 C-114

*A Size and Model for Every Need*

**Brief Specifications**

| Model | Capacity | Length | Width | Height | Weight |
|---|---|---|---|---|---|
| C-106 | 6-7 Yds. | 24' 4" | 9' 4" | 6' 5" | 10,050 lbs. |
| C-108 | 8-11 Yds. | 27' 4" | 10' 4" | 7' 8" | 15,140 lbs. |
| C-114 | 13.5-16.5 Yds. | 30' 7" | 11' 5" | 8' 5" | 20,000 lbs. |

## FEATURES

Bowed offset cutting edge and low wide bowl for quick, easy loading in all kinds of materials. Low center of gravity and low overall weight plus proper weight distribution and proper size tires for maximum speed, stability and maneuverability with minimum drain on tractor horsepower. Exclusive linkage arrangement between ejector and apron insures quick easy spreading of entire load without danger of jamming sticky or bulky materials between ejector and apron. Wide open top bowl also permits loading by shovel, drag line or bin if desired. In addition, LaPlant-Choate scrapers are designed and built for thousands of hours of thrifty performance under the toughest conditions—with the added advantages of easy servicing, interchangeable parts and extremely low maintenance costs.

118-3-48

LaPLANT CHOATE

# MOTOR SCRAPER

Developed and proved by extensive job testing, the new LaPlant-Choate TS-300 is already being hailed as the last word in modern rubber tired tractor-scraper units. Chief advantages include: a powerful 225 H.P. diesel engine for faster acceleration and extra power on steep grades and soft fills . . . travelling speeds up to 18 MPH . . . big rubber tires for extra flotation and traction . . . positive hydraulic steering . . . positive acting safety air brakes on both tractor and scraper . . . plus new comfort and convenience for the operator . . . easy accessibility for servicing and a host of other outstanding improvements. Scraper is a job-proved LaPlant-Choate positive forced ejection outfit which has been proved by competitive tests to be the easiest loading, fastest spreading scraper on the market.

Modern streamlined design plus power, speed and traction! Engine doors and operator's windshield are standard equipment.

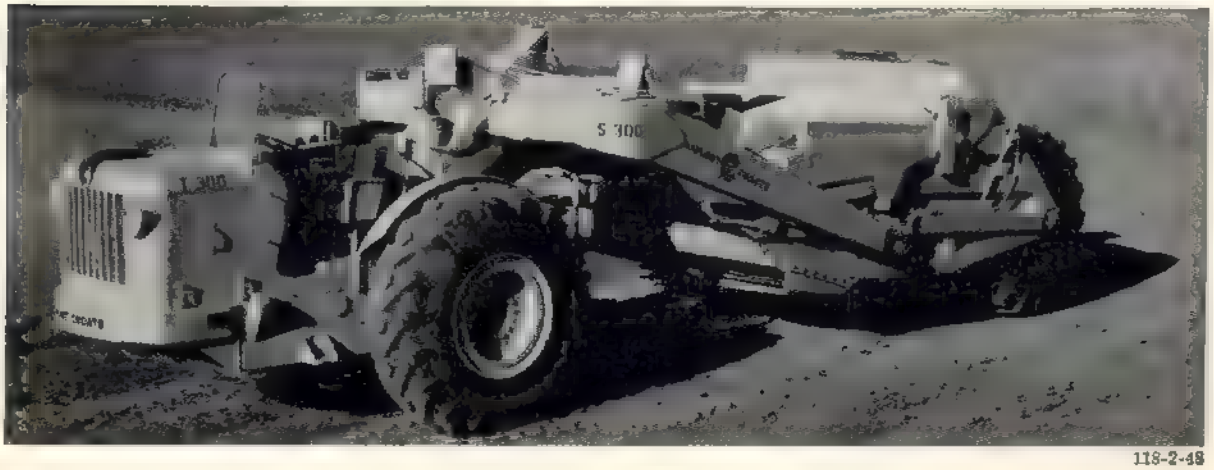
With LaPlant-Choate's positive hydraulic steering 60° turns each way are easily accomplished with power on both wheels.

Sturdy three point suspension of scraper ejector plus outboard suspension of rear axle assures maximum strength without useless dead weight.

**Brief Specifications**

| | | |
|---|---|---|
| **T-300 Tractor** | Engine | Buda Supercharged Model 6-DCS-844 |
| | Rated H.P. | 225 at 1800 RPM |
| | Travel Speed | 18 MPH at 1800 RPM |
| | Brakes | Timken-Detroit (Air) |
| | Tires: | |
| | Standard — Two 21:00x29 20 Ply Rating Tapered Bead Traction-Type | |
| | Steering Method | Positive Hydraulic |
| | Power Control Unit | LaPlant-Choate Air Actuated |
| **S-300 Scraper** | Capacity | 14 cu. yds. (Struck), 17.5 cu. yds. (Heaped) |
| | Type of Operation | Cable |
| | Width of Cut | 9′ 8″ |
| | Type of Ejection | Positive Forced |
| | Depth of Spread | 0″ to 20″ |
| | Tires | Same as on T-300 Tractor |
| **Complete Unit** | Over-all length | 34′ 10″ |
| | Over-all width | 11′ 6¾″ |
| | Over-all height | 9′ 4″ |
| | Wheelbase | 21′ 7⅝″ |
| | Approx. Shipping Weight | 42,500 lbs. |

**Detailed Specifications on Request**



118-2-48

LaPLANT CHOATE

# MOTOR SCRAPER

**Above:** Here's a big heaping payload all ready to roll on or off the highway at speeds up to 18 m.p.h. Low center of gravity and positive hydraulic steering assure maximum stability and safety on the job.

**Below:** With the new TS-300 you can count on power and flotation to spare for soft fills and steep grades — plus faster, smoother spreading in all materials, from dry sand to sticky gumbo.

# Lionel Electric Trains

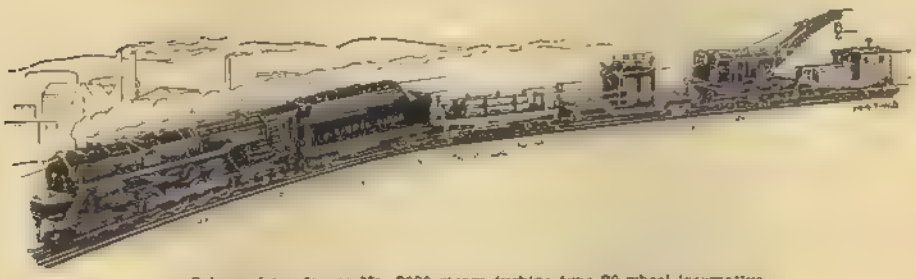
## "027" Train Sets

### Transformer Included In Each Outfit

Sets are highly colorful and have accurate scale detailing on cars and locomotives. Locomotives can start, stop and reverse by remote control. All cars have knuckle type couplers, coupling and uncoupling can be accomplished without touching the cars. Train sets operate on "027" gauge track to enable user to enlarge his model pike by purchase of additional track, switches, crossovers, etc. Letter "W" after an outfit number indicates that the train is equipped with the Lionel exclusive, patented remote control whistle. Letter "S" signifies that the locomotive is equipped with Lionel smoke device.

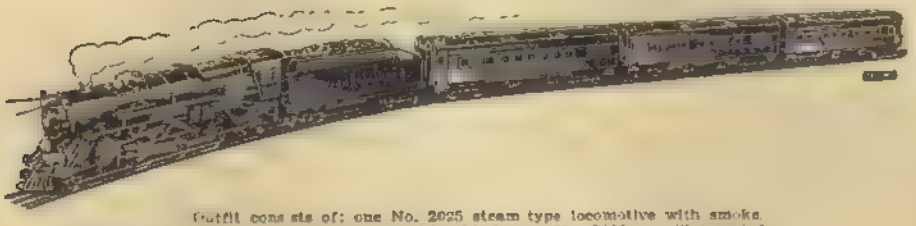
Outfit consists of: one No. 2020 steam turbine type 20 wheel locomotive with smoke, one No. 6020W tender with whistle, one No. 3656 operating cattle car with platform, one No. 6465 oil car, one No. 3464 automatic ore dump car, one No. 6411 flat car, one No. 6357 new illuminated caboose, 8 sections No. 1013 curved track, 11 sections No. 1018 straight track, one No. 6019 remote control track set, one CTC lockon, one No. 1033 new transformer with built-in whistle controller, tube of Lionel lubricant, instruction booklet.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4687 | 1459WS | $[$]$167.50 |



Set consists of: one No. 2020 steam turbine type 20 wheel locomotive with smoke, one No. 6020W tender with whistle, one No. 3461 automatic lumber car, one No. 6461 transformer car, one No. 2460 crane car, one No. 6419 wrecker caboose, 8 sections No. 1013 curved track, 5 sections No. 1018 straight track, one No. 6019 remote control track set, one CTC lockon, one No. 1033 new transformer with built-in whistle controller, tube of Lionel lubricant, instruction booklet.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4686 | 1447WS | [$]$59.50 |

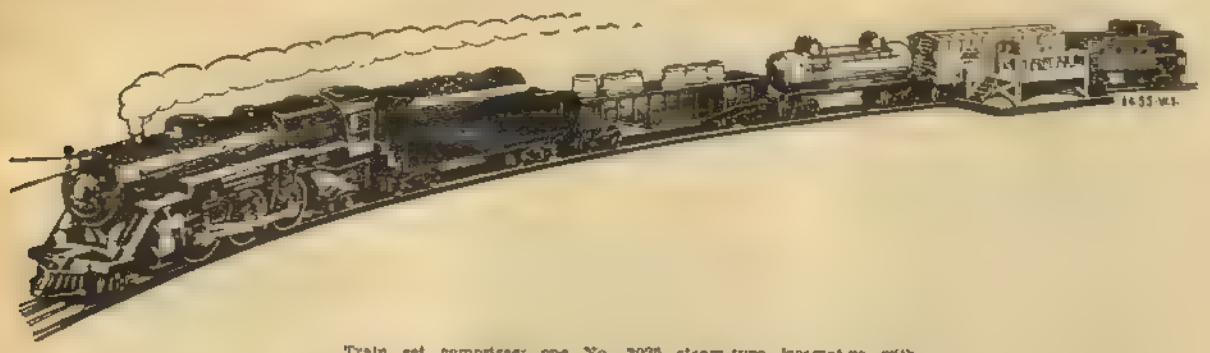


Outfit consists of: one No. 2025 steam type locomotive with smoke, one No. 6466WX new tender with whistle, one No. 2400 new illuminated Maplewood Pullman car, one No. 2402 illuminated "Chatham" Pullman car, one No. 2401 new illuminated observation car, 8 sections No. 1013 curved track, 7 sections No. 1018 straight track, one No. 6019 remote control track set, one CTC lockon, one No. 1033 new transformer with built-in whistle controller, tube of Lionel lubricant, instruction booklet.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4684 | 1430WS | [$]$59.75 |

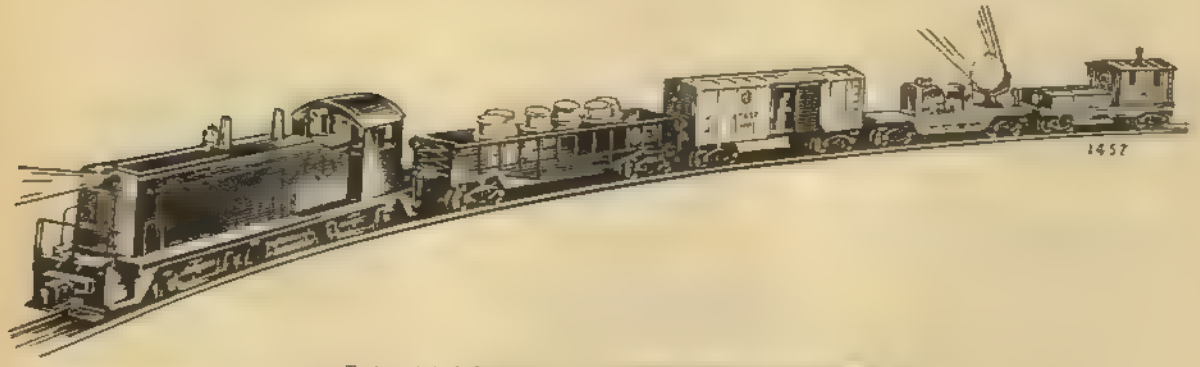
# Lionel Electric Trains

## "027" Train Sets



Train set comprises: one No. 2026 steam-type locomotive with smoke, one No. 6466WX new tender with whistle, one No. 3472 operating milk car, one No. 6465 oil car, one No. 6462 gondola car, one No. 6357 new illuminated caboose, 8 sections No. 1013 curved track, 5 sections No. 1018 straight track, one No. 6019 remote control track set, one CTC lockon, one No. 1033 new transformer with built-in whistle controller, tube of Lionel lubricant, instruction booklet

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4685 | 1455WS | $72.50 |



Train set includes one No. 622 Diesel switcher, one No. 6420 new searchlight car, one No. 6462 gondola car, one No. 3484 animated box car, one No. 6448 work car caboose, 8 sections No. 1013 curved track, 5 sections No. 1018 straight track, one No. 6019 remote control track set, one No. 1034 transformer, one CTC lockon, one tube of lubricant, instruction booklet

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4678 | 1457 | $49.50 |

Train outfit comprises: one No. 2026 new 6-wheel drive steam-type locomotive with smoke, one No. 6466WX new tender with whistle, one No. 3461 automatic lumber car, one No. 6465 oil car, one No. 3464 box car, one No. 6357 new illuminated caboose, 8 sections No. 1013 curved track, 5 sections No. 1018 straight track, one No. 6019 remote control track set, one CTC lockon, one No. 1033 new transformer with built-in whistle controller, tube of Lionel lubricant, instruction booklet.

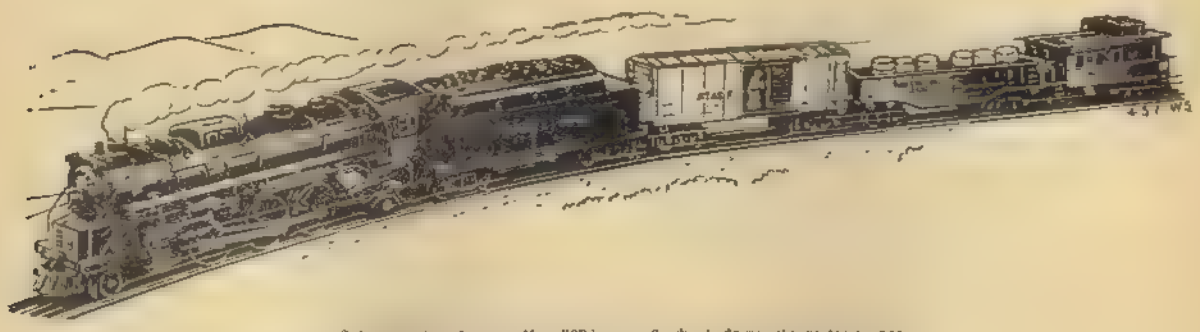
| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4683 | 1453WS | $47.95 |

# Lionel Electric Trains

## "027" Gauge Train Sets

Train set consists of, one 2026 new 6-wheel drive steam type locomotive with smoke, one No. 6466WX new tender with whistle, 2 No. 6440 illuminated Pullman cars, one No. 6441 illuminated observation car, 8 sections No. 1013 curved track, 3 sections No. 1018 straight track, one No. 6019 remote control track set, one CTC lockon, one No. 1033 new transformer with built in whistle controller, tube of Lionel Lubricant, instruction booklet.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4682 | 1426WS | [S] $42.75 |

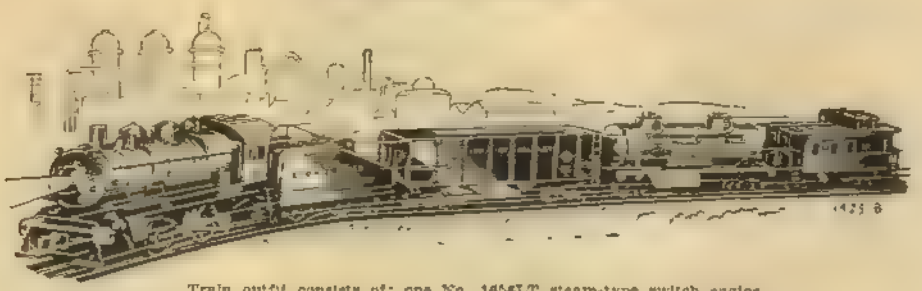


Set consists of, one No. 2026 new 6-wheel drive steam type locomotive with smoke, one No. 6466WX new tender with whistle, one No. 6462 gondola car, one No. 3484 box car, one No. 6257 caboose, 8 sections No. 1013 curved track, 3 sections No. 1018 straight track, one No. 6019 remote control track set, one CTC lockon, one No. 1033 new transformer with built-in whistle controller, tube of Lionel lubricant, instruction booklet.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4681 | 1451WS | [S] $39.75 |

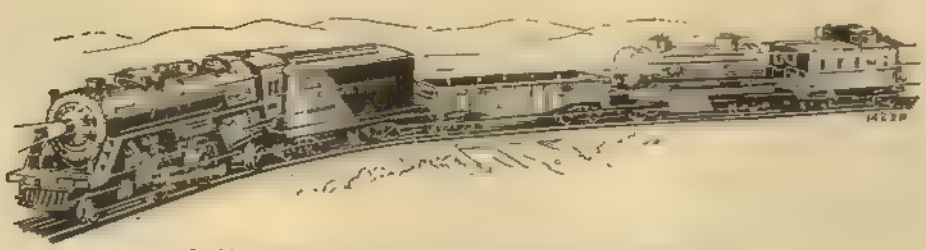
# Lionel Electric Trains

## "027" Gauge Train Sets



Train outfit consists of: one No. 1656LT steam-type switch engine and tender with bell, 3 freight cars, 8 sections No. 1013 curved track, one No. 6019 remote control track set, 3 sections No. 1018 straight track, one No. 1034 transformer, one CTC lockon, one tube Lionel lubricant, instruction booklet.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4679 | 1425B | $35.95 |



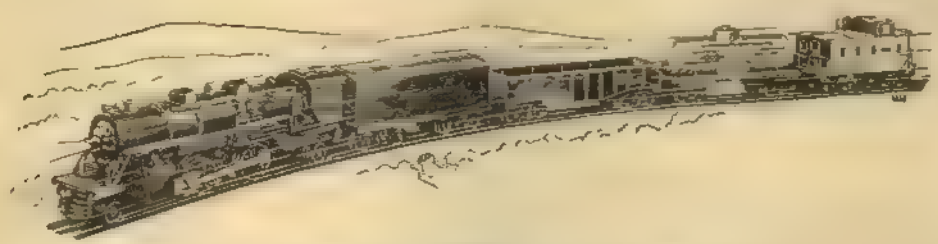
Outfit consists of one No. 1655 steam-type locomotive, one No. 8654W tender with whistle, one No. 6452 gondola, one No. 6465 oil car, one No. 6257 caboose, 8 sections No. 1013 curved track, 3 sections No. 1018 straight track, one No. 6019 remote control track set, one CTC lockon, one No. 1033 transformer with built-in whistle controller, one tube of Lionel lubricant, instruction booklet.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4680 | 1423W | $229.95 |

### Scout

Train set comprises: one No. 1110 steam type locomotive, one No. 1001T tender, one 1002 gondola car, one No. 1004 box car, one No. 1005 oil car, one No. 1007 caboose, 8 sections No. 1013 curved track, 1 sections straight track, one No. 1009 track coupling section, one CTC lockon, one No. 1011 transformer, tube of Lionel lubricant, instruction booklet.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4676 | 1117 | $18.95 |



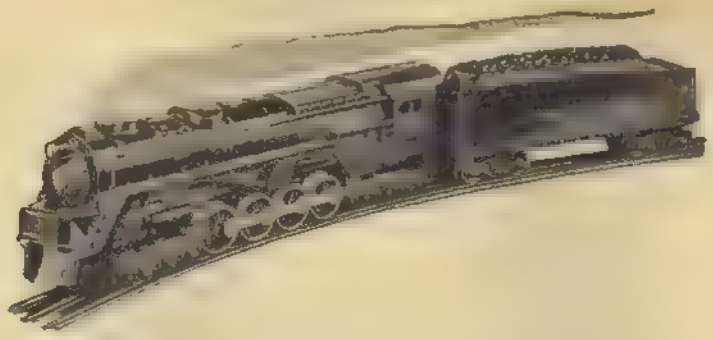
### Scout

Train set comprises: one No. 1110 steam-type locomotive, one No. 1001T tender, one No. 1002 gondola car, one No. 1005 oil car, one No. 1007 caboose, 8 sections No. 1013 curved track, 1 section No. 1018 straight track, one No. 1009 track coupling control, one No. 1011 transformer, one CTC lockon, one tube Lionel lubricant, instruction booklet.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4675 | 1115 | $15.95 |

# Lionel Electric Trains

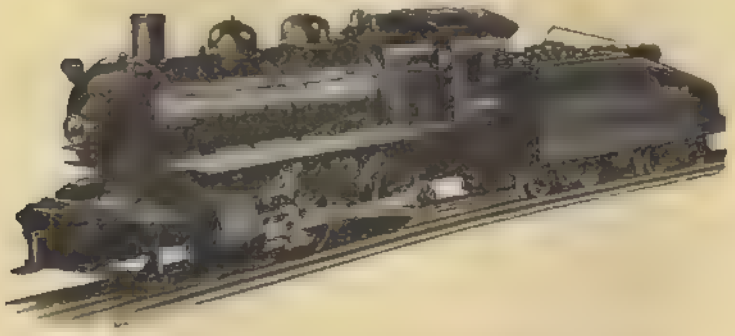
## "027" Locomotive and Tender



Pennsylvania famous 20 wheel locomotive with smoke and whistle. Worm type shaft has ball thrust bearings. Pilot and trailer trucks have ball bearing wheels.

| Stock No. | Mfr's. No. | | Fact. List EACH |
|---|---|---|---|
| 4H 4918 | 6020LTS | | [S] $35.00 |

## "027" Locomotive and Tender



Consists of: one No. 1656LT steam type switch engine and tender with bell.

| Stock No. | Mfr's. No. | | Fact. List EACH |
|---|---|---|---|
| 4H 4927 | 1656LT | | [S] $25.00 |

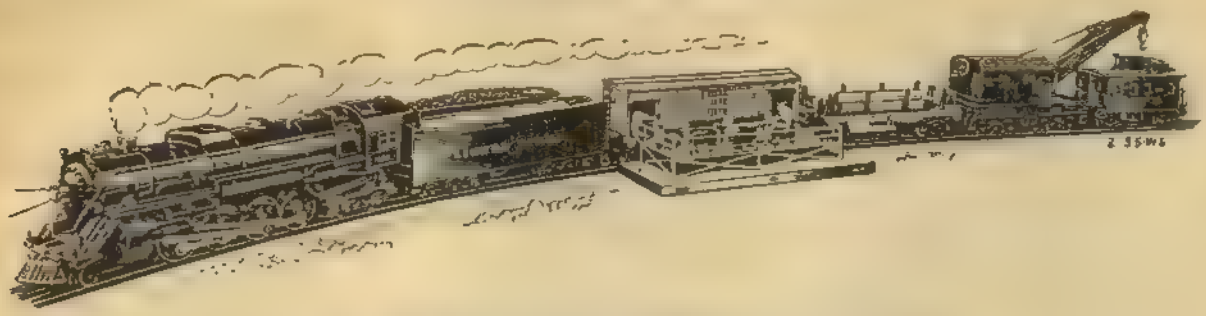
## "027" Locomotive and Tender

New 6-wheel drive steam-type locomotive with smoke and No. 6466WX tender and whistle.

| Stock No. | Mfr's. No. | | Fact. List EACH |
|---|---|---|---|
| 4H 4919 | 2026LTS | | [S] $29.50 |

# Lionel Electric Trains

## "O" Gauge Train Sets



Outfit consists of: one No. 726 steam type locomotive with smoke one No. 2426W tender with whistle, one No. 3656 operating cattle car with platform, one No. 6411 flat car one No. 2460 crane car, one No. 6457 illuminated caboose 8 sections OC curved track, 7 sections OS straight track one UCS track set one CTC lockon, tube of Lionel lubricant, instruction booklet

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4638 | 2155WS | [S]$67.50 |

Set consists of: one No. 2333 new diesel type locomotive with built-in horn, one No. 3469 automatic ore dump car, one No. 6356 oil car one No. 3464 animated box car, one No. 6520 searchlight car, one No. 6457 illuminated caboose 8 sections of OC curved track, 9 sections of OS straight track, one UCS track set, one OTC lockon, tube of Lionel lubricant, instruction booklet

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4640 | 2151W | [S]$67.50 |

Outfit consists of: one No. 671 Pennsylvania steam turbine type locomotive with smoke, one No. 2671W brand new Pennsylvania tender with whistle, one No. 3469 automatic ore dump car, one No. 6250 searchlight car, one No. 2460 crane car, one No. 6419 wrecker caboose, 8 sections OC curved track, 5 sections OS straight track, one UCS track set, one CTC lockon, tube Lionel lubricant, instruction booklet.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4636 | 2143WS | [S]$60.00 |

Set comprises one No. 671 Pennsylvania steam turbine locomotive with smoke one No. 2671W new tender with whistle, one No. 3461 operating lumber car, one No. 3472 automatic milk car with platform and milk cans, one No. 6456 new hopper car, one No. 6457 illuminated UCS track set, one CTC lockon, tube of Lionel lubricant, instruction booklet

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4635 | 2141WS | [S]$57.50 |

# Lionel Electric Trains

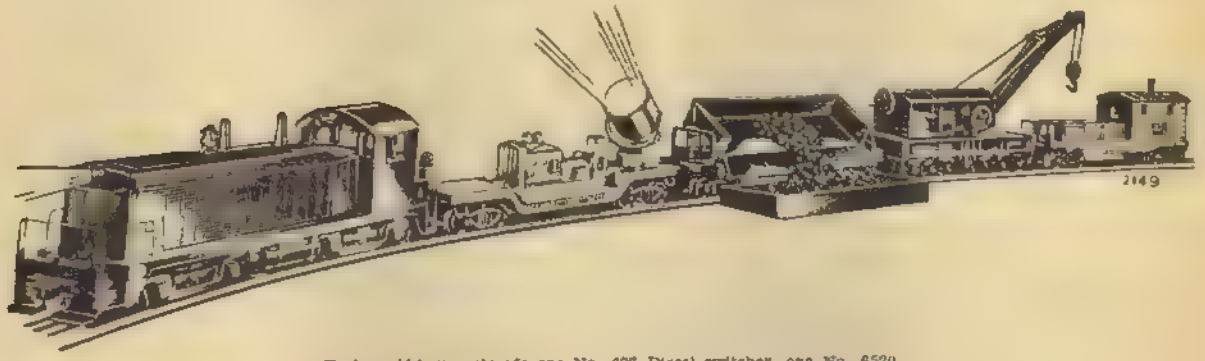
## "O" Gauge Train Sets

Train set comprises: one No. 2332 Pennsylvania electric-type locomotive with built-in horn, one No. 3461 operating number car, one No. 3464 animated box car, one No. 6456 new hopper car, one No. 6457 caboose, 8 sections OC curved track, 5 sections OS straight track, one UCS track set, one CTC lockon, tube of Lionel lubricant, instruction booklet

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4633 | 2139W | $57.50 |

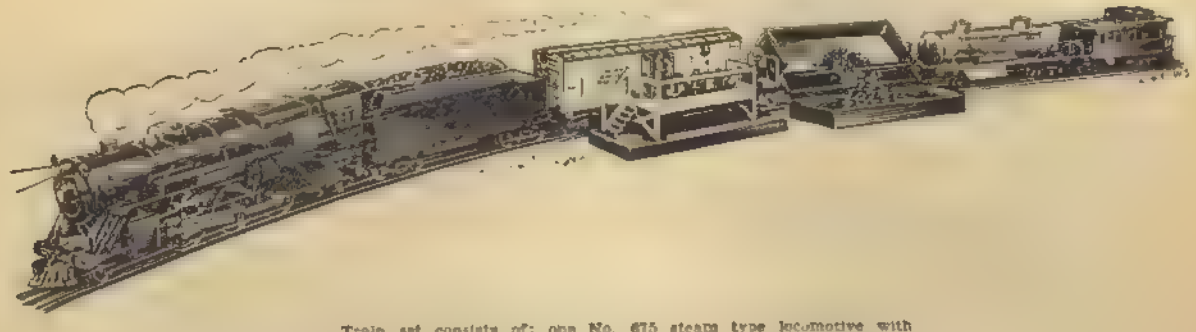
Outfit consists of: one No. 671 Pennsylvania steam turbine type locomotive with smoke, one No. 2671W brand New Pennsylvania tender with whistle, 2 No. 2400 new illuminated Pullman cars, one No. 2401 new illuminated observation car, 8 sections OC curved track, 5 sections OS straight track, one UCS track set, one CTC lockon, tube of Lionel lubricant, instruction booklet

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4634 | 2140WS | $57.75 |




Train outfit consists of: one No. 622 Diesel switcher, one No. 6520 new searchlight car, one No. 3469 operating dump car, one No. 2460 crane car, one No. 6419 wrecker-caboose, 8 sections OC curved track, 5 sections OS straight track, one UCS remote control track set, one CTC lockon, tube of lubricant, instruction booklet

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4641 | 2149 | $52.50 |



Train set consists of: one No. 675 steam type locomotive with smoke, one No. 6466WX tender with whistle, one No. 6465 ore car, one No. 3469 automatic ore dump car, one No. 3472 operating milk car, one No. 6457 new illuminated caboose, 8 sections OC curved track, 8 sections OS straight track, one UCS track set, one CTC lockon, tube of Lionel lubricant, instruction booklet,

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4632 | 2147WS | $50.00 |

# Lionel Electric Trains

## "O" Gauge Train Sets

Outfit comprises one No. 675 steam-type locomotive with whistle, one No. 6466WX tender with whistle, 2 No. 6442 illuminated pullman cars, one No. 6443 illuminated observation car, 8 sections OC curved track, 3 sections OS straight track, one UCS track set, one CTC lockon, tube of Lionel lubricant, instruction booklet

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4631 | 2136WS | [S] $39.95 |

Train set consists of: one No. 675 steam-type locomotive with whistle, one No. 6466WX tender with whistle, one No. 6456 new hopper car, one No. 6411 flat car, one No. 6457 illuminated caboose, 8 sections OC curved track, 3 sections OS straight track, one UCS track set, one CTC lockon, tube of Lionel lubricant, instruction booklet

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4630 | 2135WS | [S] $37.50 |

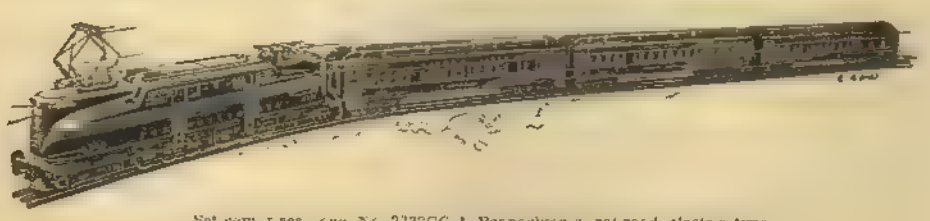
## "O" Gauge

Transformers are not included in Lionel trains of "O" gauge track. Letter "W" after an outfit number indicates that the train is equipped with the Lionel exclusive remote control whistle. Letter "S" signifies that the locomotive is equipped with the Lionel smoke device.

## Passenger Train Sets

Train set comprises: one No. 726 steam-type locomotive with smoke, one No. 2426W tender with whistle, one No. 2625 Irvington Pullman, one No. 2627 Madison Pullman, One No. 2628 Manhattan Pullman, 8 sections OC curved track, 7 sections OS straight track, one UCS track set, one CTC lockon, tube of Lionel lubricant, instruction booklet

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4639 | 2146WS | [S] $75.00 |



Set comprises: one No. 2332GG 4 Pennsylvania railroad electric type locomotive with built-in horn, one No. 2625 Irvington Pullman, one No. 2627 Madison Pullman, One No. 2628 Manhattan Pullman, 8 sections OC curved track, 5 sections OS straight track, one UCS track set, one CTC lockon, tube of Lionel lubricant, instruction booklet.

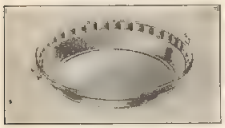
| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4637 | 2144W | [S] $67.50 |

Freight, Second Class

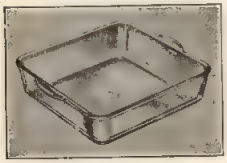
# PYREX TRANSPARENT WARE

The Sanitary and Attractive Way to Bake, Serve and Store in One Container Easy to Clean — No Finish to Wear

| Casseroles, Nos. | Size Qts. | Size In. | In Case | Wt. Case Lbs. | Each |
|---|---|---|---|---|---|
| H2004-622 | 1 | 6⅜x2⅛ | 12 | 23 | $0.79 |
| H2004-623 | 1½ | 7⅛x3 | 12 | 32 | .89 |
| H2004-624 | 2 | 8⅞x3⅛ | 12 | 37 | .98 |
| H2004-626 | 3 | 10⅜x3½ | 6 | 30 | 1.19 |



| Pie Plates Nos. | Size In. | In Case | Wt. Case Lbs. | Each |
|---|---|---|---|---|
| H2004-228 | 9 | 12 | 21 | $0.59 |
| H2004-229 | 10 | 12 | 28 | .69 |



Each

No. H2004-222—Cake Dishes; 8½ in. square; weight case 34 lbs. .....$0.69

Twelve in Case

Each

No. H2004-463—Custard Cups; 6½ ounces; 3¾x⅞ in.; weight case 19 lbs. .....2/.15

Seventy-Two in Case

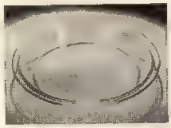
CUSTARD CUPS

Each

No. H2004-462—Custard Cups; 6 ounce; size 3¾x⅞ in. .....$0.06

Seventy-Two in Case

| Casseroles, Nos. | Size Qts. | Size In. | In Case | Wt. Case Lbs. | Each |
|---|---|---|---|---|---|
| H2004-682 | 1 | 6⅜x2⅜ | 12 | 22 | $0.79 |
| H2004-683 | 1½ | 7⅞x3 | 12 | 31 | .89 |
| H2004-684 | 2 | 8⅞x3¼ | 12 | 38 | .98 |
| H2004-686 | 3 | 10⅜x3½ | 6 | 30 | 1.19 |



| Pie Plates Nos. | Size In. | In Case | Wt. Case Lbs. | Each |
|---|---|---|---|---|
| H2004-206 | 6 x1¼ | 24 | 17 | $0.17 |
| H2004-208 | 8⅛x1¼ | 12 | 13 | .35 |
| H2004-209 | 9⅛x1⅛ | 12 | 18 | .39 |
| H2004-210 | 10⅛x1⅛ | 12 | 20 | .45 |

| Loaf Pans, Nos. | Size In. | In Case | Wt. Case Lbs. | Each |
|---|---|---|---|---|
| H2004-212 | 9⅛x5¼x2⅞ | 12 | 22 | $0.69 |
| H2004-214 | 10⅝x5⅝x3⅝ | 12 | 29 | .89 |

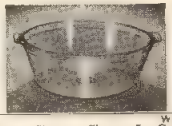
Red Markings

| Measuring Cups, Nos. | Size Oz. | In Case | Wt. Case Lbs. | Each |
|---|---|---|---|---|
| H2004-508 | 8 | 12 | 9 | $0.25 |
| H2004-516 | 16 | 12 | 15 | .50 |
| H2004-532 | 32 | 6 | 14 | .75 |

Each

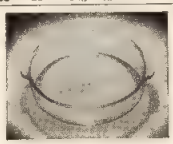
No. H2004-510 — Refrigerator Dishes; 1½-cup; size 4¾x3⅜ in.; 12 in case; wt. case 13 lbs. .....$0.29

No. H2004-512—Refrigerator Dishes; 1½ pt.; size 6⅜x4¼ in.; six in case; weight case 11 lbs. .....49



| Round Bakers, Nos. | Size Qts. | Size In | In Case | Wt. Case Lbs. | Each |
|---|---|---|---|---|---|
| H2004-022 | 1 | 6⅞x2⅜ | 12 | 14 | $0.45 |
| H2004-023 | 1½ | 7⅞x3 | 12 | 20 | .55 |
| H2004-024 | 2 | 8⅞x3¼ | 12 | 26 | .65 |
| H2004-026 | 3 | 10⅜x3½ | 6 | 18 | .75 |

| Baking Dishes, Nos. | Size Oz. | Size In. | In Case | Wt. Case Lbs. | Each |
|---|---|---|---|---|---|
| H2004-464 | 9½ | 4⅝x1⅛ | 48 | 20 | $0.10 |
| H2004-465 | 15 | 5⅜x2⅛ | 48 | 24 | .15 |



Each

No. H2004-221—Cake Dishes; 8⅝x2 inches; weight case 23 lbs. .....$0.59

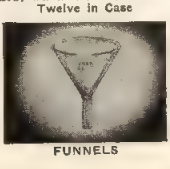
Twelve in Case

| Utility Dishes, Nos. | Size In | In Case | Wt. Case Lbs. | Each |
|---|---|---|---|---|
| H2004-231 | 10½x6½x3 | 12 | 29 | $0.69 |
| H2004-232 | 12⅝x8⅛x2 | 12 | 35 | .89 |
| H2004-233 | 14 x9 x2 | 12 | 40 | .98 |

Each

No. H2004-18 — Measuring Cups; 8-ounces; red marked; wt. case 9 lbs. .....$0.25

Twelve in Case



FUNNELS

Each

No. H2004-598—Funnels; 3-inch diameter; weight case 6 lbs. .....$0.35

Twenty-Four in Case

# Pyrex Transparent Flameware

FOR COOKING OVER THE FLAME—SERVING—STORING—RE-HEATING

**Smartly Designed, Dainty and Attractive for Service Directly on the Table**

- **TRANSPARENT**—No burning, no boiling dry when cooking is visible.
- **EASY TO CLEAN**—Smooth surfaces, rounded corners both inside and out—will not absorb food odors or permanently discolor. Stays bright and sparkling.
- **THREE-IN-ONE**—Cooks right over open burners, serve piping hot, store in refrigerator and reheat left-overs—all in the same dish.

### TEA POTS

**It Boils and Brews**

Tea stains and odors don't cling to the Pyrex Teapot. Tea always tastes better when brewed in sparkling Pyrex Ware

Each

No. H2005-8126—Tea Pots; capacity 6 cups; 8 in case; weight case 14 lbs. ..... $1.95

### TEA KETTLES

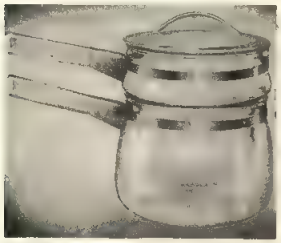
**Handy**

**Has Many Uses**

May be used for boiling water, for iced teas or cocoa; may also be used for soups, asparagus, etc.; doesn't stain, doesn't retain flavors or odors

Each

No. H2005-7125—Tea Kettles; capacity 2½ quarts; 6 in case; weight case 17 lbs. ..... $2.95



### DOUBLE BOILERS

The boiler with the easy-to-watch water level; perfect for sauces and icings; each part may be used as a separate sauce pan; chrome trim.

| Double Boilers, Nos | Size, Qts. | Size, In | In Case | Wt. Case, Lbs. | Each |
|---|---|---|---|---|---|
| H2005-6762 | 1 | 6⅞x7½ | 6 | 20 | $3.45 |
| H2005-6763 | 1½ | 6½x8¼ | 6 | 25 | 3.95 |

### COVERED SAUCE PANS

Covered sauce pans have wide flat bottoms, easy-pouring lips, lock on covers and removable handles; great for stews, chowders, chili, etc.; attractive chrome trim.

| Sauce Pans, Nos. | Size, Qts. | In Case | Wt. Case Lbs. | Each |
|---|---|---|---|---|
| H2005-6322 | 1 | 6 | 15 | $1.95 |
| H2005-6323 | 1½ | 6 | 18 | 2.25 |
| H2005-6324 | 2 | 6 | 20 | 2.45 |

### PERCOLATORS

Produces a true, richer coffee flavor; no rancid after-taste; easy to clean. Stainless glass pump.

| Percolators, Nos. | Cap. Cups | In Case | Wt. Case Lbs. | Each |
|---|---|---|---|---|
| H2005-7824 | 4 | 6 | 16 | $2.45 |
| H2005-7826 | 6 | 6 | 19 | 2.95 |
| H2005-7829 | 9 | 6 | 21 | 3.45 |

# Pyrex Oven Roasters

THREE QUART SIZE

Just the right size for a four or five pound roast ... for roast chicken .. or for baking a one-dish meal of meat and vegetables.

Two dishes in one ... The bottom for roasts, scalloped potatoes ... The cover for deep dish pies.

Close fitting cover keeps food hot . . take it to the table for serving ... use it for picnics and pot-luck suppers.

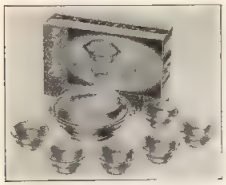
See food cooking without removing cover.

Each

No. H2005-687—Roasters; Outside dimensions 10⅜x5¾ inches; 6 pieces in case; weight case, 30 lbs. ..... $1.50

Freight, Second Class

# PYREX TRANSPARENT WARE



### HOME MAKER GIFT SET

Ideal gift for every occasion. Eight Pieces —Casserole, Cover and Six Individual Bakers; packed in an attractive gift box.

Per Set

**No. H2006-145 — Ovenware Sets;** 1½-quart round casserole with utility cover and six 9½-ounce individual bakers; weight case 46 lbs. .....$1.49

Eight Sets in Case

### BLUE DIAMOND GIFT SETS

This handy gift set contains 1½ qt. double duty casserole (cover can be used for a pie plate) all purpose utility dish; 9 in. flavor saver pie plate with fluted edge and special handles; 1 pt. measuring cup with red scale; six dainty custard cups, plus wire rack.

Per Set

**No. H2006-295—Gift Sets;** 12-piece set in colorful gift box; wt. set 12 lbs. ....$3.19

Four Sets in Case

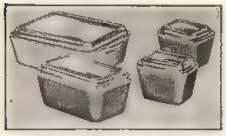
### MIXING BOWLS

Bright red or yellow bowls; white inside, capacity 4 qts.

Each

**No. H2006-404R—Red** .....$1.29
**No. H2006-404Y—Yellow** ..... 1.29

Six in Case



### REFRIGERATOR DISHES

Daintily colored dishes for refrigerator or oven use; clear Pyrex covers; set consists of 1½ qt. yellow dish; 1½ pt. blue dish and two 1½ cup red dishes.

Per Set

**No. H2006-500—Refrigerator Dishes;** set of four dishes; weight set 7½ lbs. . . $2.95

Four Sets in Case

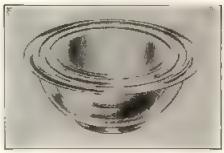
### WELL AND TREE PLATTERS

An ideal platter for piping hot roasts and broiled meats; Well and Tree pattern; with convenient handles, foods and gravy can be carried from the oven to the table and stay hotter

Each

**No. H2006-815—Platters;** outside dimensions 15¼x10¼x1½ in.; wt. each 3½ lbs. ..$1.50

Four In Case



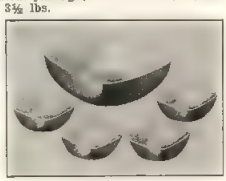
### TRANSPARENT BOWL SETS

Mix, Cook, Serve and Store in the same bowl. Smooth, clear, non-porous — can't store up odors. They nest to save storage space.

Per Set

**No. H2006-95—Mixing Bowl Sets;** consists of 3 bowls; one each sizes 1, 1½ and 2½-quart; weight case 42 lbs. .....$1.19

Eight Sets In Case



## HOSTESS OVEN AND TABLE SETS

**Red or Yellow Outside; White Inside**

A beautiful matched setting—food looks appetizing in these colorful bowls; each set in colorful package; set consists of round one 2½ qt. bowl, four 12⅓ oz. ramekins; weight set 3⅓ lbs.

Per Set

**No. H2006-430-1 — "Hostess" Sets;** bright red ..... .....$2.95
**No. H2006-430-2—"Hostess" Sets;** yellow 2.95

Each

**No. H2006-410-1—Ramekins;** bright red $0.39
**No. H2006-410-2—Ramekins;** yellow .. .39

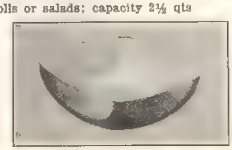
## "HOSTESS" CASSEROLES AND BOWLS

**Red or Yellow Outside; White Inside**

Ideal for serving popcorn, potato chips, hot rolls or salads; capacity 2½ qts

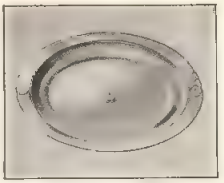
Each

**No. H2006-525-1—Casseroles;** bright red $2.50
**No. H2006-525-2—Casseroles;** yellow .. 2.50



Each

**No. H2006-025-1—Bowls;** bright red ..$1.39
**No. H2006-025-2—Bowls;** yellow ..... 1.39



### UTILITY PLATTERS

Attractive design platter for roasts and broiled meats; also used for broiled open face sandwiches that go right to the table; food may be baked, broiled and served on the same dish.

Each

**No. H2006-812—Platters;** ouside dimensions 12x8½x1 in.; weight each 2½ lbs....$0.89

Six in Case

### COLORED BOWL SETS

One each yellow, green, red and blue bowl in set; white inside; extra strong with chip-resistant edges; for hand or electric mixing.

Per Set

**No. H2006-400—Mixing Bowl Sets;** consists of 4 bowls; one each sizes 4, 2¼, 1¼ and ½ quart; weight case 39 lbs. .....$2.95

Four Sets In Case

# EXTRA PARTS FOR PYREX WARE

Note—The Size Numbers Below are the same as the Pyrex Numbers with a letter suffix to indicate that it is a part

### No. H2007F—Flameware Bowls

| Size Nos. | | Each |
|---|---|---|
| 6322-B | Saucepan Bowl 1 qt | $0 90 |
| 6323-B | Saucepan Bowl 1½ qt | 1.10 |
| 6324-B | Saucepan Bowl 2 qt | 1.25 |
| 6763-U | Double Boiler Upper Bowl 1½ qt | 1.00 |
| 6763-B | Double Boiler Lower Bowl | 1.10 |
| 7824-B | Percolator Bowls 4 cup | 1.00 |
| 7826-B | Percolator Bowl—6 cup | 1 25 |
| 7829-B | Percolator Bowl 9 cup | 1.50 |
| 8126-B | Teapot Bowl—6 cup | 1.10 |

### No. H2007B—Handles

| Size Nos. | | Each |
|---|---|---|
| 6322-H, 6323-H, 6324-H, 6763-H | Blown Saucepan and Double Boiler Handle | $0 30 |
| 7826-H | Percolator Handle—(6 cup) | .30 |
| 7824-SH, 7826-SH | Percolator Handle for Snap-on Band (4 & 6 cup) | 30 |
| 7829-SH | Percolator Handle for Snap-on Band—(9 cup) | .30 |
| 8126-H | Teapot Handle | .30 |

### No. H2007E—Metal Bands

| Size Nos. | | Each |
|---|---|---|
| 6322-MB | Saucepan Band and Sleeve (1 qt.) | $0 40 |
| 6323-MB, 6324-MB | Saucepan Band and Sleeve (1½ and 2 qt) | .40 |
| 6763-MB | Double Boiler Band and Sleeve (1½ qt) | 40 |
| 7826-MB | Percolator Band and Clip—(6 cup) | .40 |
| 7824-SMB, 7826-SMB | Percolator Snap-on Metal Band (4 and 6 cup) | 40 |
| 7829-SMB | Percolator Snap-on Metal Band—(9 cup) | 40 |
| 8126-MB | Teapot Band and Clip | .40 |

### No. H2007H—Glass Pumps and Baskets for 4-6-9 Cup Percolators

| Size Nos. | | Each |
|---|---|---|
| 7824-CBG, 7826-CBG | Glass sleeve for coffee basket (4 & 6 cup) | $0 26 |
| 7829-CBG | Glass Sleeve for coffee basket—(9 cup) | .26 |
| 7426-CBM, 7824-CBM, 7829-CBM | Clip-on metal bottom for coffee basket | 25 |
| 7824-P | Percolator Pump (4 cup) | 35 |
| 7829-P | Percolator Pump—(9 cup) | 50 |
| 8106-P | Percolator Pump—(6 cup) | 45 |

### No. H2007C—Glass Covers

| Size Nos. | | Each |
|---|---|---|
| 622-C | Knob Casserole Cover—6½ in., (1 qt) | $0 40 |
| 623C | Knob Casserole Cover 7⅛ in (1½ qt) | .45 |
| 624-C | Knob Casserole Cover 8⅛ in., (2 qt) | 50 |
| 626-C | Knob Casserole Cover 9½ in., (3 qt.) | .60 |
| 682C | Utility Casserole Cover—6¼ in., (1 qt) | .40 |
| 683C | Utility Casserole Cover 7⅛ in., (1½ qt) | .45 |
| 684C | Utility Casserole Cover—8⅛ in., (2 qt.) | .50 |
| 686C | Utility Casserole Cover 9½ in., (3 qt.) | .60 |
| 6322C | Saucepan Cover—5 in., (1 qt.) | 35 |
| 6323C, 6324C | Saucepan Cover 6¾ in., (1½ and 2 qt) | 35 |
| 6763C | Double Boiler Cover—5¼ in., (1½ qt.) | .35 |
| 7829-C | Percolator Cover—4⅞ in (9 cup) | .35 |
| 78-C | Fits Nos 7824 and 7826 Percolators and No 8126 Teapot | .35 |

## PIE PLATE FRAMES

Chrome Plated, for Pyrex Pie Plates

| Service Frames, Nos. | Fits Pyrex, Nos. | Wt. Each, Lbs. | Each |
|---|---|---|---|
| H2007C9 | 209 | ½ | $0.65 |
| H2007C10 | 210 | ½ | .65 |

One in Carton

## CASSEROLE FRAMES

Chrome Plated for Pyrex Round Casseroles

| Service Frames, Nos. | Fits Pyrex, Nos. | Wt. Each, Lbs. | Each |
|---|---|---|---|
| H2007C2 | 622, 682 | ⅝ | $0.70 |
| H2007C3 | 623, 683 | ¾ | .70 |
| H2007C4 | 624, 684 | 1 | .75 |

One in Carton

## COFFEE PERCOLATOR GLASS TOPS

### STANDARD PYREX

Each

No. H2007-853—Percolator Tops; 2⅛-in. size; fits Fletcher and standard percolator openings; wt doz 3 lbs. $0.07

Twelve in Carton

### NESCO

Each

No. H2007W4(9000) — Percolator Tops; 1⅛-in. size; fits Nesco percolators; wt dozen 1¾ lbs. $0 07

Twelve in Carton

### WEAR-EVER

Each

No. H2007W1(5045) — Percolator Tops; 1⅛-in. size; fits Wear-ever percolators; wt. doz. 1 lb. $0.07

Twelve in Carton

### VIKO AND COMET

Each

No. H2007K2 (2448) — Percolator Tops; 1⅛-in. size; fits Viko and Comet percolators; weight dozen 1¾ lbs. $0.07

Twelve in Carton

### STANDARD SAFETY BANDED

Each

No. H2007L3(3126) — Percolator Tops; 2⅛-in size; fits Fletcher and standard percolator openings; wt. doz. 2 lbs. $0.08

Twelve in Carton

### VIKO ELECTRIC

Each

No. H2007W6 (2446) — Percolator tops; 1⅛-in. size; fits Viko electric percolators; weight dozen 1¾ lbs. $0.07

Twelve in Carton

# See the RIGHT-TIME LINE at our Show Rooms

THE TOYS SHOWN HERE are all tested toys! Each has been designed for a specific age-range and each has proved to be: (1) a hit with the child, (2) a gift-problem solver for the parents, friends and relatives, (3) a fast seller with the retailer, and (4) a sure re-order with the jobber. Visit the popular permanent exhibit of Childhood Interests' RIGHT-TIME toys when you're in New York or in Chicago. Mr. Finnerty or Miss Simundza will make you most welcome and answer all your questions.

**BABY'S FIRST PET—No. 900.** A "Cuddly" ...colored, polka-dotted "horse", well-stuffed with ...kapok—full 12 inches high—with mane and tail of ...tufted cotton. WASHABLE! A "sleep toy" which ...es develop the child's natural love of animals. **Price $3.00**

**BABY'S FIRST DOLL—No. 600.** For Baby's first year ... softer than a down pillow . . light and cuddly . . . pink flannelette dress, removable for laundering. Smart gift box, with transparent acetate window. **Price $3.00**

**NO. 7 ROLL-A-WAY ($1.25 retail)**
A highly personal pull toy for the toddler . . . natural hardwood . . . 9 "free-wheeling" rollers. Can be loaded up for high chair or play pen "experiment" by child.

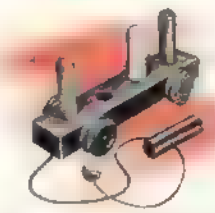
**NO. 800 TOM TOM ($1.75 retail)**
An ideal introduction to rhythm and music. Solidly built . . . five rubber drumhead . . . mellow tone . . . authentic Indian decorations . . . drumstick included. For 2-to-4-year olds.

**NO. 9 PONY TRAIN ($2.00 retail)**
Popular number for two to six year-olds! Natural hardwood, finished in brilliant non-toxic colors. Hook and-eyed together. Detachable to make three toys in one!

**NO. 11 BANG-A-WAY ($1.50 retail)**
A grand energy-release toy for one-and two-year-olds! Center peg swings from side to side as levers are alternately pounded . . . but youngster has to figure out which lever!

**NO. 12B PUSH-A-WAY ($1.75 retail)**
A great help to the baby learning to walk. Double-grip hand e encourages use of two hands. Natural hardwood. Caged balls a colored roller produce fascinating noises.

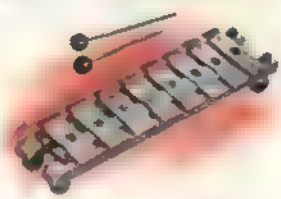
**NO. 14B TODDLER CART ($3.00 retail)**
Parents and toddlers alike are enthusiastic about this sturdy pull toy. Natural hardwood, brilliant red hub caps and cart floor. Built to carry toys . . . or the toddler himself!



**NO. 17 PEG A WAY ($1.25 retail)**
A pull-toy with high educational and amusement value! Provides the child (6 months to 3 years) with hours of stimulating play. Hardwood base and easily-removed pegs.

**NO. 18 TWIST-A-WAY ($1.25 retail)**
Unusual and popular pull-toy that encourages manual dexterity. Natural hardwood base, bright red wheels. Plastic nuts and wooden rings can be taken off and put on endlessly . . . and will be!

**NO. 19 COLOR TREE ($1.00 retail)**
An ingenious toy that satisfies the juvenile urge to manipulate. Spirally threaded dowel in hardwood base holds ...ver colored, ...ver-shaped plastic nuts, wooden rings and wooden balls.



**NO. 30 COLOR XYLO ($2.50 retail)**
True-tone 8-note scale, with color-keyed notes. At 1, child enjoys sound . . . at 2, he learns colors . . . at 3, he pounds out tunes from color-keyed sheet music provided.

**NO. 35 SEVEN LEAGUE BOOTS ($3.00 retail)**
For that "boundless energy" age 5 to 12. Solidly-constructed stilts, appeal to both parents and children. Selected natural woods, red handles and legs. A year-round seller!

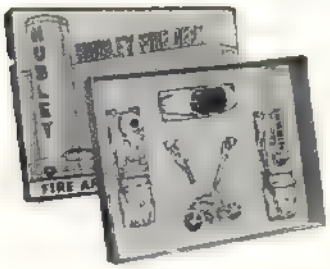
**No. 15 BABY'S FIRST CART ($2.00 retail).**
Light and easily guided; the peg support keeps it from tipping, and two wheels make for right balance. It's a sturdy pull-toy for the one- to two-year-old.

# RIGHT TIME TOYS SELL!

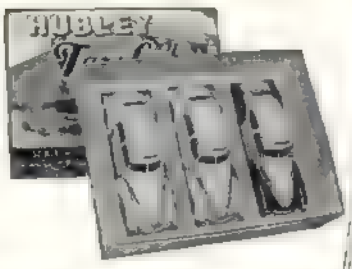
**Other Popular RIGHT-TIME Toys not Shown**

| No. | | Retail | No. | | Retail |
|---|---|---|---|---|---|
| 16 | Baby's First Blocks | $1.00 | 6 | Creeper's Ball | $1.25 |
| 201 | Baby's Thumper | 1.00 | 401 | Jingle Rings | .75 |
| 301 | Cradle Bounce | 2.00 | 4 | Jingle Teether | 1.00 |
| 3 | Cradle Gym | 2.00 | 700 | Play Pen Wheel | 2.00 |
| 300 | Cradle Spin | 3.00 | 5 | Rain Rattles | 1.00 |

# Hubley KIDDIE SETS




**No. 30 Fire Department**—Fire Engine, Hook and Ladder, Fire Chief's Car, Motorcycle, plastic ladder and two nickel axes. Painted red with aluminum trimming.



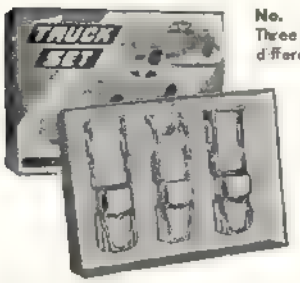

**No. 10 Taxicab Set**—Two-tone finish, three assorted colors to set. Beautiful display box.

**No. 327 Auto Set (Plastic)**—Sedan, Taxicab, Fire Engine and Hook & Ladder in various colors.

**No. 20 Midget Racer Set**—Three assorted colors to each set. All cars include nickel driver.

**No. 326 Taxicab Set (Plastic)**—Three assorted color taxicabs, taxi stand, bus stop and parking meter. Each has attractive two-toned finish.

**No. 325 Fire Department (Plastic)**—Fire Chief's Car, Fire Engine, Hook & Ladder, Motorcycle, two axes and two steel ladders. Red with aluminum trim.




**No. 40 Truck Assortment**—Three trucks to a box. Each truck different in design and color.

# ...Your Route to Profits

Take the Hubley Highway for real toy profits. The plastic and metal kiddie sets pictured here are designed for easy selling. Their bright, colorful finishes, authentic lines, and sturdy bodies give these sets the eye-appeal you want for quick turnover. Each Hubley vehicle is equipped with genuine rubber tired wheels that spin fast and free. You'll find that kiddies and grownups alike choose realistic Hubley toys above all others. And when you're selling in sets, you're selling for bigger profits.

Write today for complete information and prices on these fast-moving Hubley Kiddie Sets . . . and get on the road to volume sales!

THE Hubley

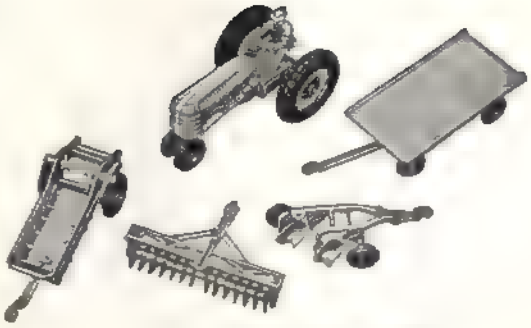
**MANUFACTURING COMPANY**

Lancaster, Pennsylvania

W. H. RHONE in charge of our New York Office and Showroom
Room 324, 200 Fifth Avenue, New York City

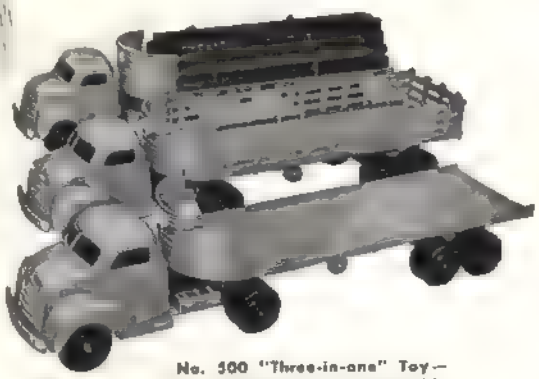
| E. A. KAHN | W. G. YOUNG & SON | LEO A. SCHERRER |
|---|---|---|
| 155 S. Alta Vista St. | 99 Chauncy St. | 2840 W. 93rd St. |
| Los Angeles, Calif. | Boston, Mass. | Seattle 7, Wash. |

*Export Sales Agent:*
GUTTERMAN CO., INC., 35 S. William St., N.Y.C.



**No. 50 Farm Set**—Five assorted farm toys—tractor, plow, disc, spreader and farm wagon. Red with aluminum and nickel trimming.

**No. 501 Auto Transport**—Consists of red tractor and trailer with aluminum trimming. Equipped with four assorted color plastic cars and runway to be used for running cars on the trailer



**No. 500 "Three-in-one" Toy**—Truck furnished with removable aluminum sides and load of logs and chains to make a lumber truck. Knee-action rear wheels and retractable trailer support.

PENNY SINGLETON

Penny Singleton and her doll-daughter, Susan, visit the Hollywood Doll Mfg. Co. in Glendale. Through these portals pass the most beautiful dolls in the world—not only referring to Penny Singleton and Susan, but the thousands of Hollywood Dolls stacked against the walls, for delivery to small "collectors" all over the world.

— *ANNOUNCEMENT* —

The Hollywood Doll Mfg. Co.
Wish to Announce Their New Arrivals

1949 BABY DOLLS

FOUR INCHES LONG, WILL SIT DOWN—
MOST NATURAL BABY LOOK IN PLASTIC
MOVABLE ARMS, LEGS AND HEAD

FIFTEEN DIFFERENT STYLES IN THIS SERIES
SUITABLE FOR COLLECTION OR TO PLAY WITH
WRITE HOLLYWOOD DOLL FOR PRICES AND
FURTHER INFORMATION

CONTACT OUR REPRESENTATIVE IN YOUR TERRITORY

Each Hollywood Doll, with her own little story, comes packed individually in an attractive box.

•

**All Hollywood Dolls with Moveable Heads, Arms and Legs**

•

Nursery Rhyme Series
Idyll Series
Lucky Star Series
Little Friends Series
Garden Series
Playmate Series
Toyland Series

SAGITTARIUS
LUCKY STAR SERIES

# HOLLYWOOD DOLL MANUFACTURING COMPANY

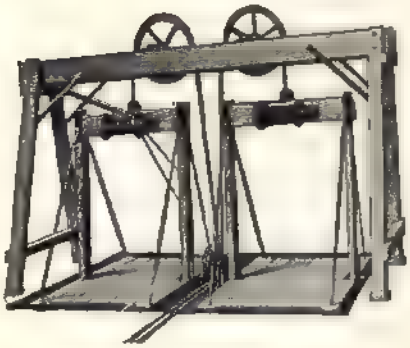
**1708 Standard Avenue, Glendale 1, Calif.**

REPRESENTATIVES

| | |
|---|---|
| SALLY BEASLEY | 1025 Santa Fe Bldg., 2nd Unit, Dallas 2, Texas |
| W. E. BERGSTROM SALES CO. | Mercantile Bldg., Denver, Colo. |
| | Cheever Bldg., Salt Lake City, Utah |
| McCLELLAN & SIDEBOTTOM | 1355 Market St., San Francisco 3, Calif. |
| PERLMUTTER & MERIN | 200 Fifth Ave., Room 312, New York 10, N. Y. |
| SAM C. SCHMITT | 1412 Merchandise Mart, Chicago 54, Illinois |
| TOY & NOVELTY MART | 241 Trinity Ave., S. W., Atlanta 3, Ga. |

# SASGEN MATERIAL ELEVATOR

## Wood or Steel



### Double or Single Cage

Cages are built of oak wood and well braced with iron rods. The truss beam is oak wood firmly bolted together, provided with suitable sheaves mounted on steel shafts, equipped with malleable iron boxes. We can also furnish these sizes in ALL STEEL construction.

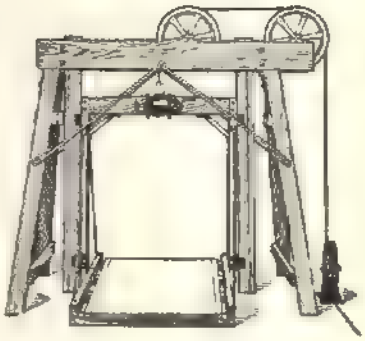
| | |
|---|---|
| Double Cage, 3' x 5' 6" | 881 lbs. |
| Double Cage, 44" x 6' | 1010 lbs. |
| Single Cage, 4' x 6' | 621 lbs. |
| Single Cage, 6' x 6' | 855 lbs. |
| Single Cage, 6' x 7' | 973 lbs. |

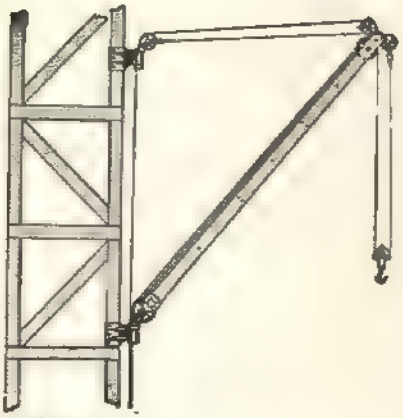
**Price does not include guides**

Guides, per lineal foot

⅝" Dia. Cable for Hoist Line, per foot

Write for prices on Steel Material Elevators.



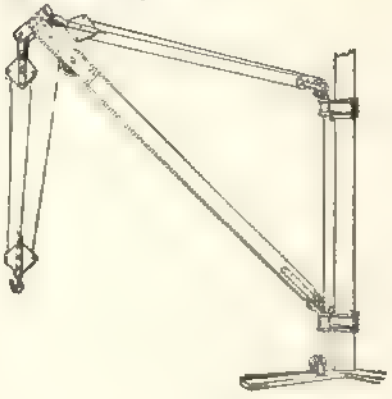


## Sasgen Tower Boom

### 1-Ton Capacity

The Sasgen Tower Boom has all crucible steel and malleable fittings and is light and strong. Suitable to fasten to 6x6 column. The boom is made of two pieces, 3 x 6, with a spreader in the middle. This gives the boom extra strength both ways. Fittings are arranged so that the boom and load line can be handled on a double drum hoist. The boom line can also be tied stationary. The boom swings a three-quarter circle and is very practical to connect to towers and columns, and for hoisting various material into the building.

| | |
|---|---|
| Boom 14 ft. with Top and Bottom Tower Fitting | 300 lbs. |
| Boom 14 ft. without Top Tower Fitting | 265 lbs. |
| For longer lengths, add additional price | |
| Price, Fittings only, no bolts | 175 lbs. |
| Without Top Tower Fitting | 140 lbs. |



### 3-Ton Capacity

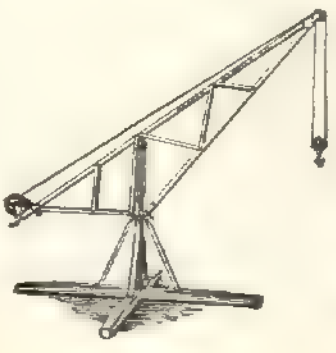
All fittings are cast steel. Top and bottom fittings can be furnished to bolt to corner of post 12 x 12 inches maximum size, or to flat side of column or post. When ordering fittings for flat side of post or column, state size of same. The boom and load lines run through openings in top and bottom trunnions. The boom is made of 8 x 8 timber and swings ¾ circle

| | |
|---|---|
| Boom 20 ft. long with top and bottom fittings complete except cable | 930 lbs. |
| Boom 20 ft. long without top corner fitting and 1 boom block | 765 lbs. |
| For longer lengths of boom, add additional price | |
| Fittings only, complete | 610 lbs. |

## Sasgen Circle Swing Counterweight Derrick

Is especially handy around foundries or yards where heavy castings, iron or pipe, beams and bars, timbers, stone, etc., are loaded or unloaded and for handling boats on docks or platforms in and out of water. Also for building and excavating. The machine can be used portable or stationary. It has a height of 14 ft., and boom extends 9 ft., weight about 925 pounds, and a capacity of 1,500 pounds, with No. 110 winch, 75 ft. of ½-inch plow steel cable and load block, ready for use, not including counterweight.

Price



## Sasgen Tripod Derrick

Is light, strong and easily moved around, practical for laying sewer pipe, setting monuments, and placing burial vaults, digging trenches, pulling casings, and many other purposes. Derrick 2000 - 3000 pound capacity equipped with No. 110 winch. Derricks 4000 pound capacity equipped with No. 110 winch, load block, 100 feet ⅜ in. plow steel cable, ready for use.

| Height | Capacity 2,000 to 3,000 Lbs. Price | Weight | Capacity 4,000 Lbs. Price | Weight |
|---|---|---|---|---|
| 12 ft. | | 303 lbs. | | 372 lbs. |
| 14 ft. | | 311 lbs. | | 408 lbs. |
| Fittings only | | 75 lbs. | | 90 lbs. |
| Fittings only with winch and cable | | 180 lbs. | | 195 lbs. |

51-3-49

# SASGEN STANDARD

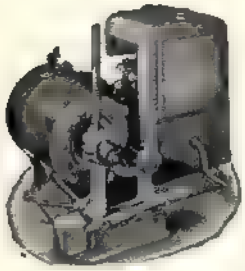
## With Electric Motor or Gasoline Hoist

Equipped with Electric or Gasoline Hoist—time and labor saving. Derrick swings a full circle. Can be used outside building or from opening inside for hoisting any materials.

With 1½ h.p. Electric Hoist is generally used on single line for loads 500 lbs.; double line, 1,000 lbs.; triple line, 1,500 lbs. Electric Hoist shown is very light and compact. 3 phase, 60 cycle, 220 V, AC motor.

Prices on request for motors in other ratings. Give current, voltage, phase or cycle when ordering. Derrick for hand and power carries extra charge for hand winch.

Gasoline Hoist easily connected directly back of derrick; can be used on any floor below derrick by running cable down through mast and floor to snatch block below; then to hoist. This is the lightest and most practical Gasoline Hoist and Derrick on the market for loads from 500 to 2,000 lbs., 3 h.p. engine.

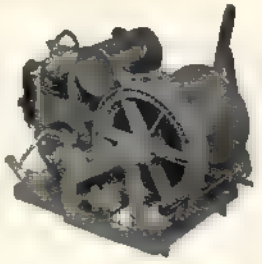


## Sasgen 5-Horsepower Gasoline Hoist

Is used by Contractors for light loads. A Wisconsin 5-horsepower "AEH" air-cooled engine is used as power plant. The winch is of the cone friction type. The drum runs free on the shaft, having bronze bearings. By operating a cam lever the drum engages a cone friction in the main gear. The brake band is operated by a foot lever for holding and lowering loads. A pawl is also provided which engages a ratchet on the drum flange, for holding loads at any point without using brake. The power of the engine is transmitted to the hoist by means of cut gears. The hoist can be adapted to many purposes where light loads are handled. The line speed is 100 ft. per minute; single line pull 1,000 lbs.; drum holds 800 ft. of ⅜-inch cable. Floor space required is 36"x60". Wt., 750 pounds.

## Sasgen Hoist With 1½-Horsepower Motor or 3-Horsepower Engine

Hoist with motor can be bolted to post vertically or used in horizontal position. Cone Friction Drum type. Drum runs free on snaft having bronze bearings. With cam lever control. Drum engages cone friction in main gear. Brake for lowering or holding loads. Pawl which engages ratchet on drum flange also holds loads, any position. With 1½ h.p. motor, line speed 85 feet per minute. With 3 h.p. engine, 120 feet per minute. Single line pull 500 lbs. Drum holds 450 feet of ⅜" cable, over-all dimensions, 23x29"; bed plate 17x25".



Hoist with 1½ h.p. Master Electric Motor; 3-phase, 60-cycle, 220 V., AC; weight, 380 pounds.

Hoist with 3 h.p. Wisconsin Air Cooled Gasoline Engine, AKS; weight, 496 pounds.

Also available in motors of other ratings.

## Sasgen 5-Horsepower Electric Hoist

Non-reversible single drum electric hoist of the friction drum type. Drum runs free on the shaft having bronze bearings. By operating a cam lever the drum engages a cone friction in the main gear. The brake is operated by a foot lever for holding and lowering loads. A pawl is provided which engages ratchet on the drum flange for holding loads at any point without using brake. Power is transmitted from 5 horse-power motor by means of silent chain and sprockets to drive pinion shaft. Gears are machine cut from malleable iron blanks, which insures smooth running. Line speed of hoist is 100 ft. per minute, single line pull 1,000 lbs. Drum holds 800 ft. ⅜" cable. Floor space required, 36"x60". Wt. with motor, 800 lbs.

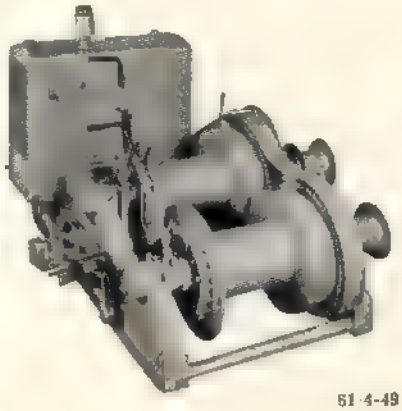
## Sasgen Light, Medium and Heavy Duty Hoist

**Single or Double Drum**

With either motor or engine, or with pulley for belt drive. Forward drum omitted if single drum is ordered. Low co-efficient of friction for economical operation; precision cut gears and sprockets; bronze bushed drums with easily accessible grease fittings; oversize cone friction clutch gives operator feather touch control; brake of external band friction type, rated far in excess of hoist capacity. End thrusts equipped with Timken roller bearings.

Single and double drum hoists for loads from 2,500 to 5,500 pounds, single line pull; speeds from 150 to 200 feet per minute.

Engines 25 and 40 h.p.; motors 20 and 25 h.p. Drum lengths between flanges, 16"; capacity of 10" dia. drum, 1200 feet of ½" cable; or 800 feet of ⅝" cable.



61-4-49

## Sasgen Power Worm Driven Truck Winch

**(Power for operating this winch is taken from truck motor through power take-off attached to truck transmission.)**

This cut shows non-reversible power take-off worm driven winch to be operated from transmission by sprockets and chain drive. Can also be driven with electric motor.

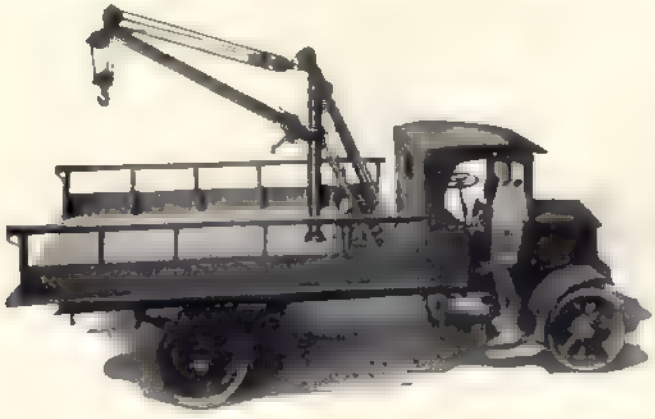
The drum is driven by a friction cone type clutch covered with a tapered ground lining, operated by cam lever, and runs free on the shaft to revolve in either direction when not engaged.

For releasing load use brake, also covered with a heavy duty woven brake lining. A pawl which engages a ratchet on the drum flange holds load in any position.

Hardened worm and gear are enclosed in a gear case.

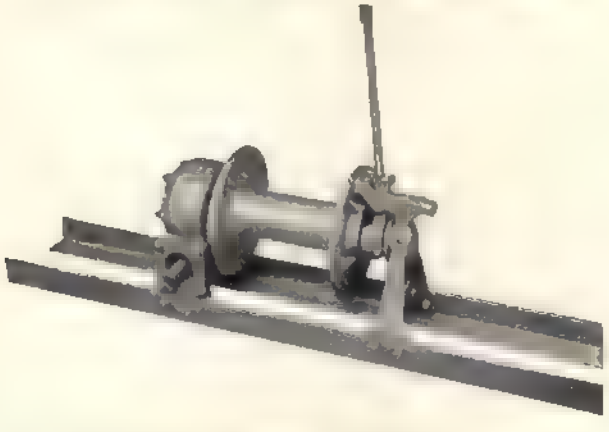
Cable capacity of drum 500 ft. ½-in. cable; ratio of worm and gear 36 to 1; capacity single line 2500 lbs.; using blocks and four part line, lifting capacity of this winch is 10,000 lbs.; weight 350 lbs.

## Sasgen Ideal Truck Derrick—Hand or Power— To Handle Heavy Material



Capacity, 3000 lbs. Boom can be raised and lowered Boom lengths from 6 to 15 ft. Derrick, with boom, 6 to 8 ft., swings a complete circle. Derrick with 9 to 15-ft. boom has special long braces fastened to top of mast and swings 180 to 270 degrees, according to arrangement of braces. Boom is equipped with a double drum winch for hand power. This derrick arranged for power can also be equipped with our Power Worm Driven Truck Winch, which is operated direct from transmission take-off with sprocket and chain drive. On a power derrick, load line is operated by power, and boom line by single-drum hand geared winch

## Sasgen Power Take-Off Truck Winch

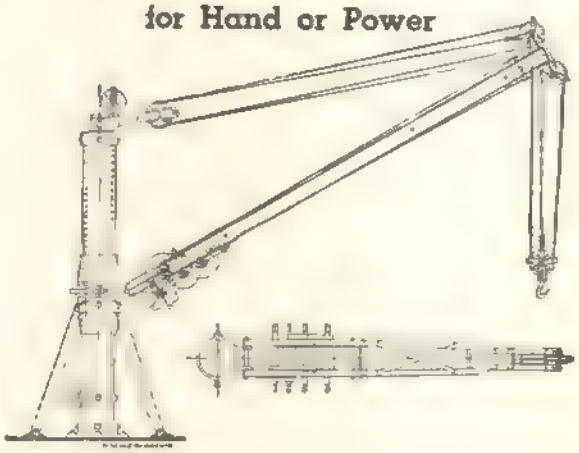


The model S-3-T is designed particularly for use on general purpose medium service trucks. Finest Timken adjustable tapered roller bearings; long-life, adjustable and fully automatic safety brakes. Comes complete with one speed forward, one reverse power take-off and all driving parts. S-3-TA with flexible cab control for jaw clutch. When ordering specify model and make of truck or transmission.

Safe working load, 6,000 lbs., single line. Gear ratio 29:1. For use with derrick with 3-part line, 18 000 lbs. capacity. Fits ½ to 3 ton trucks.

NOTE: Also available with two speeds forward and one reverse. To order, specify 2-1PTO.

## Sasgen Universal Derricks for Hand or Power



The Universal Derrick No. 2 has a capacity of 5,000 lbs. and is mounted on a 4"x4"x⅜" plate. Can be had with boom 6 to 12 ft. The mast is made of 8" extra heavy pipe and heavy fittings are used throughout. The boom is equipped with two single drum double back-geared winches for hand power. For power the Sasgen Power Take-Off Truck Winch is used for load line and one single drum back-geared winch is used for boom line.

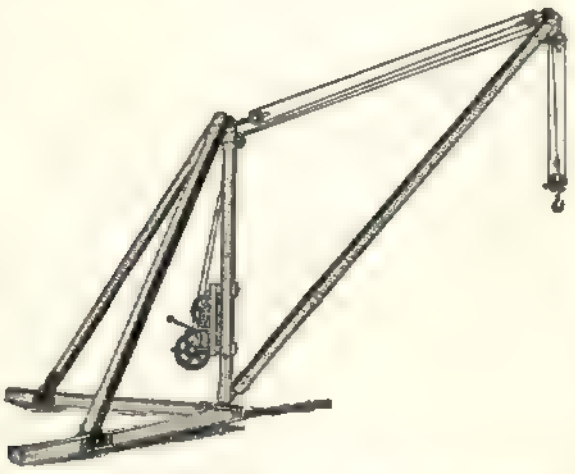
The above derrick can also be arranged that both load and boom lines can be operated by power with the use of two Power Take-Off Winches.

81-5-48

# Susgen Stiff-Legged Derricks with Split Mast and Boom

**Made From One to Four Ton Capacity**

## For Large Derricks Refer to Our Solid Timber Type



**The Reasons Our Derricks Are Stronger, Safer and Lighter Than Other Makes Is That We Use Steel Castings . . . No Cast Iron**

Our Stiff-Legged Derricks are built with split mast and boom, fitted throughout with crucible steel and malleable fittings, making the derricks light and strong and easy to set up. They can be used by hand or power and for the above reason are especially handy on buildings. Gears and frames of our double hoisting winch are also made of malleable, which means safety and no breaking of gears. Our 1-ton bottom sills work hinge-like in front and can be set at angle desired.

One-ton legs and sills are 4 x 6, split mast and boom two-2 x 6.

Two-ton legs and sills are 6 x 6, split mast and boom two-3 x 6.

Three-ton legs and sills are 6 x 8, split mast and boom two-3½ x 8.

Four-ton legs and sills are 8 x 8, split mast and boom two-4 x 10.

**Price Does Not Include Cable.**

### One-Ton Capacity

| No. | Length of Boom Feet | Equipped for Power | With Double Drum Winch, No. 112, also for Power | Approx. Wt. Less Winch Lbs. |
|---|---|---|---|---|
| 40 | 12 | | | 659 |
| 41 | 14 | | | 685 |
| 42 | 16 | | | 713 |
| 43 | 18 | | | 740 |
| 44 | 20 | | | 870 |
| 45 | 22 | | | 883 |
| 46 | 24 | | | 910 |

### Two-Ton Capacity

| No. | Length of Boom Feet | Equipped for Power | With Double Drum Winch, No. 141, also for Power | Approx. Wt. Less Winch Lbs |
|---|---|---|---|---|
| 200 | 18 | | | 1,180 |
| 201 | 20 | | | 1,225 |
| 202 | 22 | | | 1,300 |
| 203 | 24 | | | 1,320 |
| 204 | 26 | | | 1,475 |
| 205 | 28 | | | 1,595 |
| 206 | 30 | | | 1,704 |

### Three-Ton Capacity

| No. | Length of Boom Feet | Equipped for Power | With Double Drum Winch, No. 141, also for Power | Approx. Wt Less Winch Lbs. |
|---|---|---|---|---|
| 220 | 20 | | | 1,860 |
| 221 | 22 | | | 1,960 |
| 222 | 24 | | | 2,070 |
| 223 | 26 | | | 2,180 |
| 224 | 28 | | | 2,270 |
| 225 | 30 | | | 2,320 |
| 226 | 32 | | | 2,646 |
| 227 | 34 | | | 2,865 |
| 228 | 36 | | | 3,120 |
| 229 | 38 | | | 3,375 |
| 230 | 40 | | | 3,600 |

### Four-Ton Capacity

| No. | Length of Boom Feet | Equipped for Power | With Double Drum Winch, No.150, also for Power | Approx. Wt. Less Winch Lbs. |
|---|---|---|---|---|
| 240 | 30 | | | 3,930 |
| 241 | 32 | | | 4,090 |
| 242 | 34 | | | 4,250 |
| 243 | 36 | | | 4,411 |
| 244 | 38 | | | 5,635 |
| 245 | 40 | | | 5,895 |
| 246 | 42 | | | 6,195 |
| 247 | 44 | | | 6,444 |
| 248 | 46 | | | 6,680 |
| 249 | 48 | | | 6,942 |
| 250 | 50 | | | 7,200 |

**Apply to Distributor for Prices**
**Write for Prices on "Fittings Only."**

# *Talking Doll*

J. L. SCHILLING CO.

"Wa-ah . . . Waah!"

"Mummy, I Want My Mummy!"

"Pick Me Up!"

"Goo, Goo, Goo!"

"Up, Mummy, Pick Me Up."

"The Doll With The Human Voice"

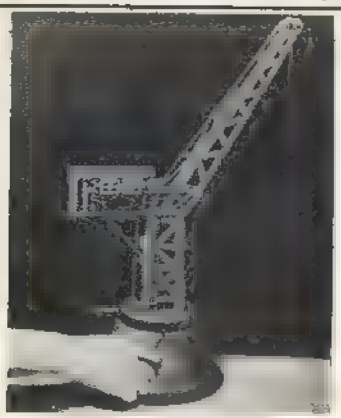
"She Talks, She Laughs, She Cries"

"New! The Fabulous One-And-Only" TALKING DOLL

Never before have you seen such a doll. You'll be amazed when you hear her talk, cry, laugh, for she has a real, understandable baby voice. She's almost as big as life, too . . . 22 inches tall, and one of the cunningest baby dolls you've ever laid eyes on. Dressed like a real glamour girl in lace trimmed Nylon dress and bonnet, with slip, panties, shoes and socks.

**FAIR TRADED RETAIL $12.95 Each**

**DEALERS COST $17.30 Each**



No. 20 Crane

No. 33 Taxi

No. 57-A Bowler Mill

No. 129 Railway

WOLVERINE SUPPLY AND MFG. CO.

## WOLVERINE TOYS

**No. 20 Crane**.....Doz. $25.60
Crane can be turned, bucket raised or lowered. Lever can be shifted to control action of bucket as well as revolving action of crane.

**No. 26 Speedway Bus**.....Doz. $16.80
All metal brightly lithographed in detail. Has mystery motor. Pressure on back of top sends this bus on a long run.

**No. 28 Jet Roller Coaster**.....Doz. $24.00
Roller car coasts down upper incline, drops to lower track and speeds forward to the end; then reversing its direction.

**No. 32A Jumper**.....Doz. $25.20
Jumper glides down the incline, jumps over the hurdle doing a complete somersault and lands right side up, then rolls ahead.

**No. 33 Taxi with "Mystery" Motor** Doz. $24.00
The cab is equipped with a new, improved, more powerful mystery motor. Mere pressure on the back of the top sends the cab speeding ahead.

**No. 39 Adding Machine**.....Doz. $26.80
Constructed so that anyone can operate it without trouble. Adds up to 9,999.

**No. 57A Bowler Andy Mill**.....Doz. $22.80
Car carries marbles from chute to base rising and falling as windmill revolves. Action continuous. Marbles are included.

**No. 63C Sandy Andy Toy**.....Doz. $16.00
Car loaded with sand, speeds to bottom of track, empties sand into can and then returns for another trip. Can for catching sand included.

**No. 129 Streamline Railway**.....Doz. $19.20
All metal, brightly lithographed. Loud bell rings as car is pulled.

**No. 163 Locomotive and Pullman**....Doz. $27.80
Big locomotive equipped with a bell is coupled to a modern pullman car.

**No. 587 Submarine**.....Doz. $25.20
Navigates, dives or rises in water with adjustments to fins; durable, easy to wind motor.

**No. 93 Luxury Liner**.....Doz. $22.80
Runs a long distance on water. Strong key winding mechanical motor. Two streamlined smoke stacks

**No. 27A Drum Major**.....Doz. $32.00
Colorfully lithographed. All metal for durability. Strong motor gives long play. 13" high.

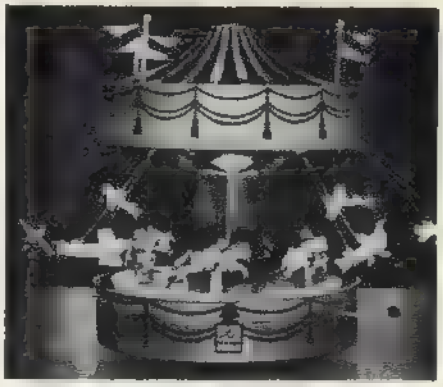
**No. 31 Merry Go Round**.....Doz. $64.00
Pressure at the lever in the base revolves the toy, while the musical unit plays a tune. Includes 5 horses, also flags and airplanes.

**No. 40 Gee Whiz Game**.....Doz. $45.60
Horses, discs and flags finished in 8 bright corresponding colors. By spinning fly wheel with cord, shaft drives balls against the horses advancing them along tracks.

**No. 59 Shoot-A-Loop**.....Doz. $8.00
Marble is shot from flat steel spring in base. The idea is to land the marble in one of the scoring holes in the bridge.

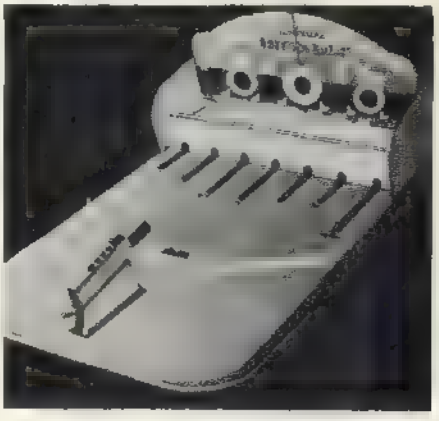
**No. 151 Shooting Gallery**.....Doz. $27.00
Metal balls are loaded into a swivel gun which discharges one shot at a time at target holes, the balls rolling down numbered channels in the base.

**No. 154 Pitcham Horseshoes**.....Doz. $20.00
Two all metal enameled plates. Removable steel pegs. Four molded and metal re-inforced rubber horseshoes with identification for each pair.

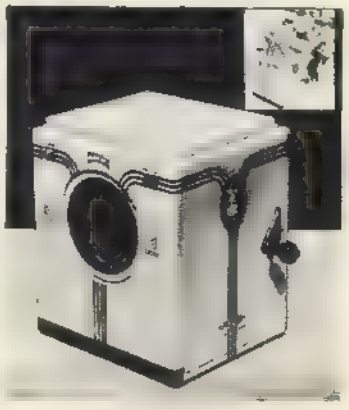


No. 31 Merry Go Round

No. 79 Washing Machine

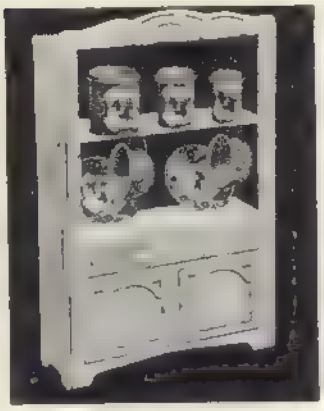


No. 151 Shooting Gallery

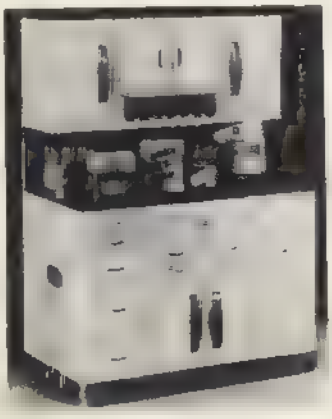


No. 80 Launderette

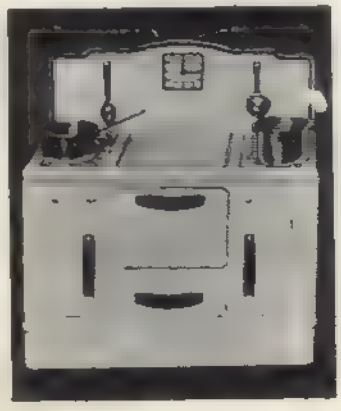
No. 25-A Electric Iron



No. 187-A Cupboard



No. 178 Kitchen Cabinet



No. 189 Stove

## WOLVERINE TOYS

**No. 156A Hoop-A-Loop** ..... Doz. $16.00
Player shoots hoop out of gun up incline to loop one of the 21 pegs for a score. Illustrated and numbered pegs represent wild jungle animals.

**No. 56A Laundry Set** ..... Doz. $9.60
Consists of all metal tub, wood frame washboard, clothes pins, clothes line.

**No. 24A Electric Iron** ..... Doz. $18.00
All parts Underwriters Approved. All metal, low heat. Red enameled with black enameled wood handle

**No. 25A Electric Iron** ..... Doz. $32.00
All parts Underwriters Approved. All metal, aluminum base, streamlined with red enameled hood, black bakelite handle.

**No. 79 Washing Machine** ..... Doz. $32.00
Turning handle rotates the vacuum cups in side, around and up and down. Detachable wringer adjustable to three positions

**No. 80 Launderette** ..... Doz. $32.00
Playhouse-size reproduction of the modern automatic washing machine. Operated by turning the crank at the side of the machine. Drum oscillates.

**No. 805 Washing Machine Set** ..... Doz. $25.20
Contains glass washing machine, enameled metal rinsing tub, revolving clothes line and clothes pins

**No. 173A Washing Machine Set** ..... Doz. $64.00
Contains No. 79 Washing Machine, revolving clothes dryer, clothes basket, ironing board 20" long, clothes pins and play iron

**No. 258 Tea Set** ..... Doz. $28.80
This set has 22 pieces including tray. Colors are baked on metal. Unaffected by frequent boiling. Pieces will not leak, chip, fade or break.

**No. 182A Super Service Market** ..... Doz. $48.00
Shelves swing open to reveal a number of miniature packages, all identified with nationally known products. Separate metal counter in foreground is fully equipped with scale, telephone, order pad, play money and wrapping paper with holder.

**No. 178 Kitchen Cabinet** ..... Doz. $36.00
Sturdily built, all metal, lithographed in red and ivory. 4 doors swing open, real shelves within hold miniature packages of nationally famous products.

**No. 280 Kitchen Cabinet** ..... Doz. $11.40
Sturdy all metal construction. Contains miniature dummy packages.

**No. 185-2 Kitchen Cabinet** ..... Doz. $64.00
Brightly lithographed, heavy metal. Top slides off to make a sturdy table. Doors swing open to reveal shelves with miniature packages. Contains bread board, rolling pin, glass bowl and egg beater.

**No. 183 Refrigerator** ..... Doz. $25.50
All metal. Inside of door brightly lithographed, contains miniature packages.

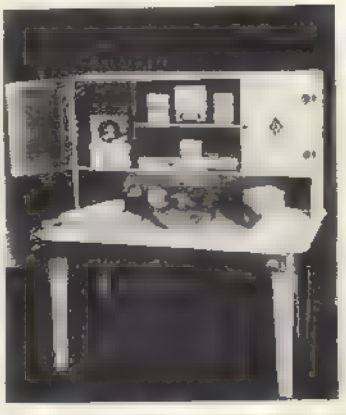
**No. 187A Cupboard** ..... Doz. $24.00
Shelves reveal 3 attractive canisters with removable lids, 2 cups and 2 saucers.

**No. 189 Stove** ..... Doz. $32.00
Heavy guage metal. Hinged door opens into heating compartment. Includes four perfectly proportioned aluminum utensils.

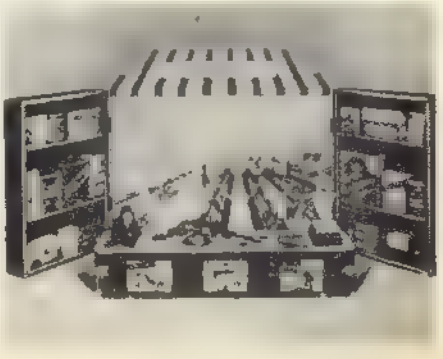
**No. 194 Stove** ..... Doz. $60.00
Heavy guage metal. Removable heating drawer, workable oven with hinged door, movable gas cocks, guage and regulator clock with movable hands, five aluminum utensils including whistling tea kettle.

No. 183 Refrigerator

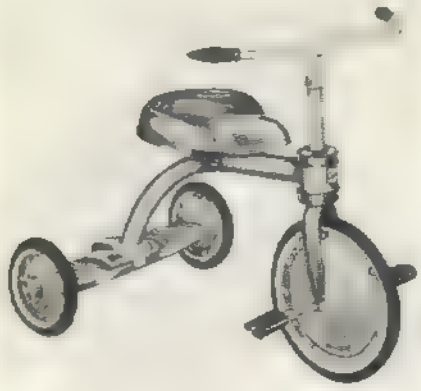
No. 194 Stove



No. 185-2 Kitchen Cabinet



No. 182-A Super Market



No. 813 Pedal Car

No. 800 Velocipede

No. 811 Velocipede

No. 830 Series

JUNIOR TOY CORPORATION

## JUNIOR VEHICLES

**No. 813 Pedal Car, 8" Front Wheel.**
**Pkd. 6 ..... Ea. $ 5.50**

**No. 800 Velocipede, 10" Front Wheel.**
**Pkd. 3 ..... Ea. $ 8.50**

**No. 811 Tubular Velocipede, 13" Front Wheel, Pkd. 2 ..... Ea. $11.40**

**No. 830 Tubular Velocipede, 12" Front Wheel, Pkd. 2 ..... Ea. $14.00**

**No. 831 Tubular Velocipede, 16" Front Wheel, Pkd. 2 ..... Ea. $15.90**

**No. 832 Tubular Velocipede, 20" Front Wheel, Pkd. 2 ..... Ea. $17.90**

The above No. 830 Series of Tubular Velocipedes have ball bearing front wheels, and large bucket type saddle. 1" Tires on all wheels. Finish red, white trimmings.

**No. 850 Tubular Velocipede, 12" Front Wheel, Pkd 1 ..... Ea. $18.20**

**No. 851 Tubular Velocipede, 16" Front Wheel, Pkd. 1 ..... Ea. $20.20**

**No. 852 Tubular Velocipede, 20" Front Wheel, Pkd. 1 ..... Ea. $22.30**

The above No. 850 Series of Tubular Velocipedes have ball bearing front and rear wheels, nickel plated adjustable handle bar, molded rubber "Comfort" Saddle. 1¼" Tires on all wheels. Finish Middy Blue, white decorations.

**No. 860 Tubular Velocipede, 12" Front Wheel, Pkd. 1 ..... Ea. $22.60**

**No. 861 Tubular Velocipede, 16" Front Wheel, Pkd. 1 ..... Ea. $25.00**

**No. 862 Tubular Velocipede, 20" Front Wheel, Pkd 1 ..... Ea. $27.50**

The above No. 860 Series of Tubular Velocipedes have ball bearing front and rear wheels, nickel plated adjustable handle bar, molded rubber "Comfort" saddle. 1½" Molded rubber tires, semi-pneumatic, puncture proof. Nickel plated truss rods and a bicycle type bell.

**No. 880 Deluxe Tubular Velocipede, 12" Front Wheel, Pkd. 1 ..... Ea. $27.70**

**No. 881 Deluxe Tubular Velocipede, 16" Front Wheel, Pkd. 1 ..... Ea. $30.40**

**No. 882 Deluxe Tubular Velocipede, 20" Front Wheel, Pkd. 1 ..... Ea. $33.00**

The above No. 880 Series of Tubular Velocipedes have ball bearing front and rear "Multi-Spoke" wheels, extra large tubular frame, nickel plated double adjustable handle bar, nickel plated truss rods, Junior design fender shield. 1¾" Molded Rubber Tires, semi-pneumatic, puncture proof. Bicycle type bell.

**No. 829 Deluxe Chain Drive Tricycle, 16" Front Wheel, Pkd. 1 ..... Ea. $48.80**

This chain drive tricycle is equipped with Multi-Spoke wheels, 1¾" Molded rubber tires, semi-pneumatic, puncture proof. New design chain guard and rear platform. Nickel plated truss rods. Extra large tubular frame, Junior design fender shield. Bicycle type bell.

**No. 827 Regular Chain Drive Tricycle, 16" Front Wheel, Pkd. 1 ..... Ea. $36.00**

No. 850 Series

No. 860 Series

No. 880 Series

No. 829 Tricycle

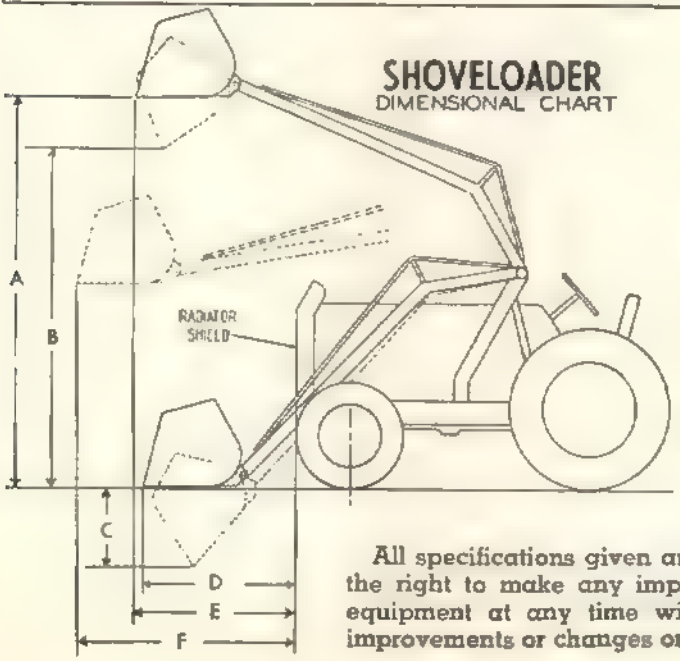
# LULL INDUSTRIAL PRODUCTS

## the LULL SHOVELOADER

FOUR SEPARATE MODELS AVAILABLE FOR EASY MOUNTING ON INDUSTRIAL WHEEL-TYPE TRACTORS.

### SPECIFICATIONS

| | Model 3-A | Model 4-A | Model 4-B | Model 4-C |
|---|---|---|---|---|
| Lifting Capacity in Pounds (Maximum) | 1800 | 2500 | 4000 | 6000 |
| Lifting Height (Bucket Bottom Horizontal) | 9'-0" | 9'-11" | 9'-11" | 11'-0" |
| Dumping Height (Clearance with Bucket Dumped) | 7'-6" | 8'-6" | 8'-6" | 9'-6" |
| Speed of Lift in Seconds (Depends on Engine Speed) | 6 | 9 | 10 | 11 |
| Forward Reach Ahead of Radiator Shield | 4'-8½" | 5'-6" | 5'-9" | 6'-0" |
| Shipping Weight of Loader in Pounds (Approximate) | 1550 | 2900 | 3400 | 4400 |
| Material Bucket Size in Cubic Yards | ⅜ | ½ | ⅝ | 1 |
| Material Bucket Width | 36" | 48" | 48" | 60" |
| Alternate Material Bucket Size in Cubic Yards | None | None | ¾ | ¾ |
| Alternate Material Bucket Width | | | 48" | 48" |
| Combination Coal and Snow Bucket Size in Cubic Yards | None | 1-1½ | 1½-2 | 2-2½ |
| Combination Coal and Snow Bucket Width | | 74" | 79" | 85" |
| Bulldozer Dimensions | None | 19x72" | 22x78" | 25x84" |




### SHOVELOADER DIMENSIONAL CHART

| Dimension | SHOVELOADER MODEL 3-A | 4-A | 4-B | 4-C |
|---|---|---|---|---|
| A | 9'-0" | 9'-11" | 9'-11" | 11'-0" |
| B | 7'-6" | 8'-6" | 8'-6" | 9'-6" |
| C | 15" | 23" | 24½" | 26" |
| D | 38" | 49" | 50" | 51" |
| E | 37" | 50" | 52" | 54" |
| F | 56½" | 66" | 69" | 72" |

All specifications given are approximate. The Lull Mfg. Co. reserves the right to make any improvements or changes in the design of its equipment at any time without incurring obligation to install such improvements or changes on its equipment previously sold.

740-1-49

# LULL INDUSTRIAL PRODUCTS

## SHOVELOADER ATTACHMENTS GIVE VERSATILITY ON ALL KINDS OF JOBS

The LULL Shoveloader is full power hydraulic and incorporates every advancement and improvement derived from years of practical experience in the production of wheel tractor front-end loading equpiment.

Wherever there's digging, loading, lifting, carrying, scraping, and bulldozing to be done—you'll find the Shoveloader performing with speed and efficiency resulting in enormous savings of time and man-power. Every day of the year, the Shoveloader proves itself an all-around profit-making unit for contractors, highway departments, industries, airports, yards and docks, loggers, foundries, and a host of others.

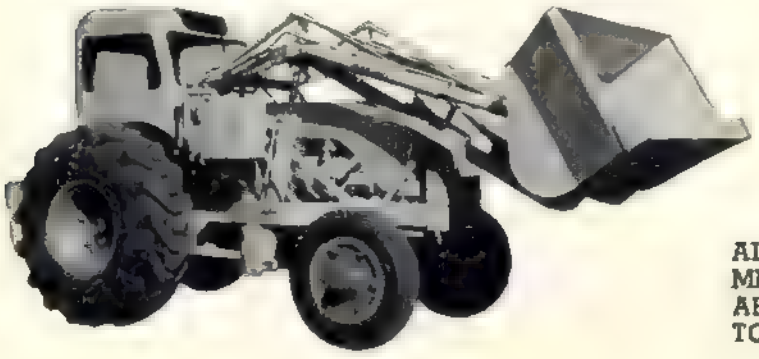
Shoveloader operation is simple and requires very little effort to acquire operating skill. Two conveniently located levers control every motion of the unit. Any person who can operate a tractor can learn to efficiently use the Shoveloader in a short time.

Four separate models of the LULL Shoveloader are available and each with a different lifting capacity. LULL does not change models by merely changing bucket sizes. There's a definite model for each size of the leading makes of industrial wheel-type tractors.

Note the many specially designed, quickly-interchangeable loader attachments that are available which greatly increase the usefulness of the Shoveloaders. Among these are Material Buckets, Combination Coal and Snow Buckets, Concrete Buckets, Log Lifting Forks, Cranes, Bulldozers, and Independently powered Sweepers.

Whatever your particular material handling problem might be, there's a LULL Shoveloader model with an attachment available for the job. Whether digging in hard material, removing snow, charging concrete mixers, backfilling, lifting and carrying heavy materials or any of 1001 jobs, you'll find the Shoveloader universally accepted as the outstanding unit of its kind.

MODEL 4-C SHOVELOADER WITH 2-2½ CU. YD. COMB. COAL AND SNOW BUCKET



ALL SHOVELOADER MODELS PERMIT CAB INSTALLATION AND ALL ARE EQUIPPED WITH LIFETIME PISTON RINGS IN ALL CYLINDERS.

740-2-49

# LULL INDUSTRIAL PRODUCTS

## The LULL *HI-LIFT* SHOVELOADER

### MODELS 4-BHL and 4-CHL

### EXTRA LIFTING HEIGHT FOR FASTER MATERIAL HANDLING

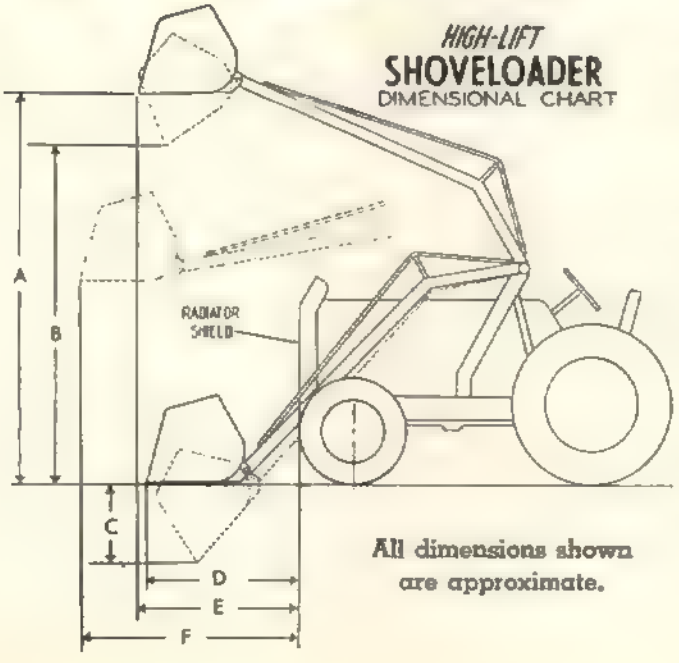
Although originally designed for high-speed coal handling, the popularity of the Lull High-Lift Shoveloader has warranted its wide acceptance in other fields where its extra high-lift is very desirable.

With an excessive dumping clearance and ample forward reach, the High-Lift Shoveloader is daily proving itself an indispensable aid in many material handling operations. The high-lift feature of this unit enables it to dump past the center of the highest gondola and the largest truck bodies.

The Model 4-BHL has a 2 cu. yard bucket capacity and a lifting capacity of 4000 pounds. With the crane attachment replacing the bucket the Model 4-BHL has a lifting height of 14'-4". The Model 4-CHL has a 2½ cu. yard bucket capacity and a lifting capacity of 6000 pounds. The Model 4-CHL has a lifting height of 17'-2" with the crane attachment.

The High-Lift models are full power hydraulic and all hydraulic cylinders are equipped with Lifetime pistons and rings.

*HIGH-LIFT*
**SHOVELOADER**
DIMENSIONAL CHART



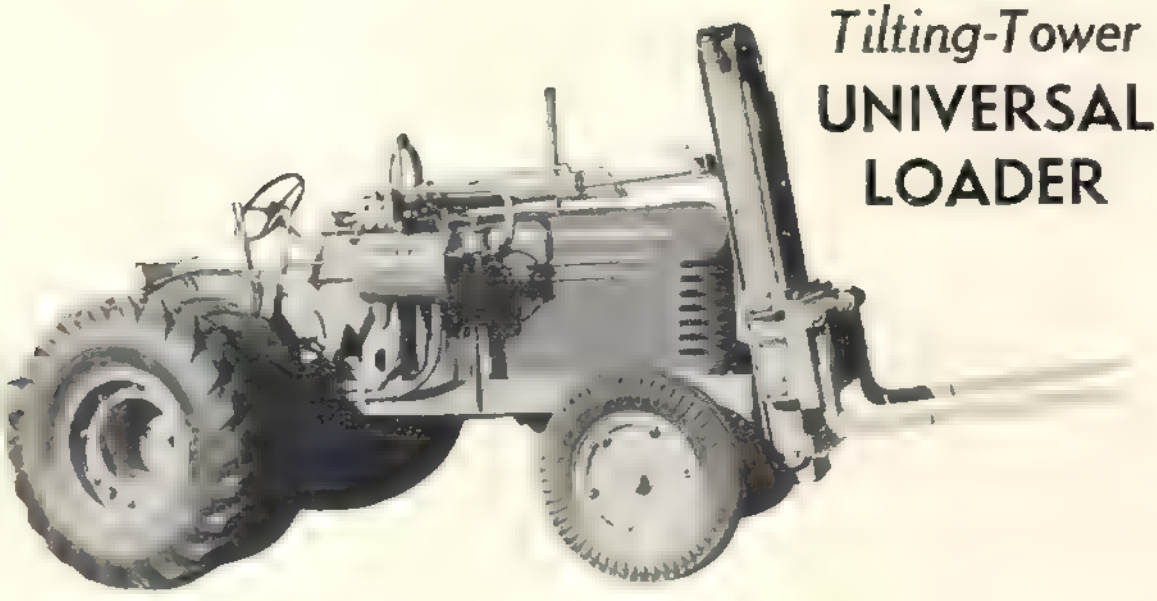

All dimensions shown are approximate.

| Dimension | Model 4-BHL | Model 4-CHL |
|---|---|---|
| A | 13'-10" | 16'-8" |
| B | 12'- 6" | 15'-5" |
| C | 27" | 29" |
| D | 55½" | 59½" |
| E | 52½" | 56½" |
| F | 96" | 100½" |

740-3-49

# LULL INDUSTRIAL PRODUCTS

## the *Tilting-Tower* UNIVERSAL LOADER



The LULL Tilting-Tower Universal loader is widely accepted by industrial users and municipalities as the ideal tractor attachment for their specific uses. Eight quickly interchangeable loader attachments can be furnished which makes the unit extremely versatile for industrial uses. These attachments include Material Buckets, Coal and Snow Buckets, Bulldozers, Angle-Dozers, Lifting Cranes, Lifting Forks, Lifting Platforms, and Rotary Brooms.

The telescopic tower tilts forward 20 degrees for speedy unloading and to the rear 9 degrees for stability in transporting the load.

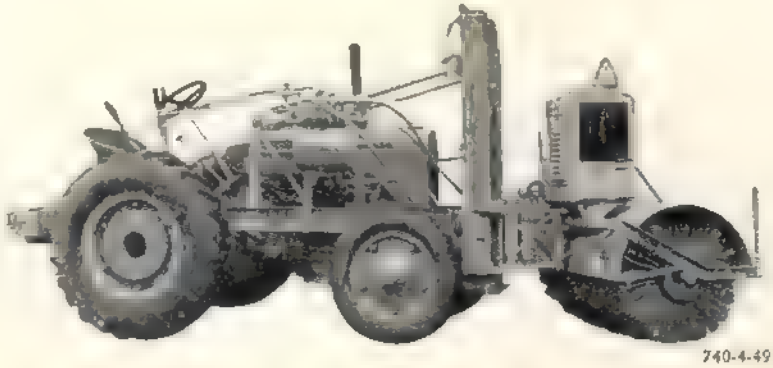
The Tilting-Tower Universal is built in 3 separate sizes—each with a different lifting capacity. Every model and size permits cab installation.

| | Loader Model 0-DTS | 2-DTS | 3-DTS |
|---|---|---|---|
| Lifting Capacity (maximum pounds) | 2500 | 4000 | 6000 |
| Lifting Height (inches) | 84 | 94 | 100 |
| Height of Loader in lowered position (inches) | 82 | 83 | 93 |
| Height of loader in raised position (inches) | 129 | 130 | 143 |
| Degree of forward tilt | 20 | 20 | 20 |
| Degree of rearward tilt | 9 | 9 | 9 |
| Number of Hoisting Cylinders per loader | 1 | 1 | 1 |
| Number of Tilting Cylinders per loader | 2 | 2 | 2 |

Note: Lull Loaders can be built to 25-foot lifting heights. All loaders which are built higher than 2 foot extra above standard are equipped with two Hoisting Cylinders instead of one.

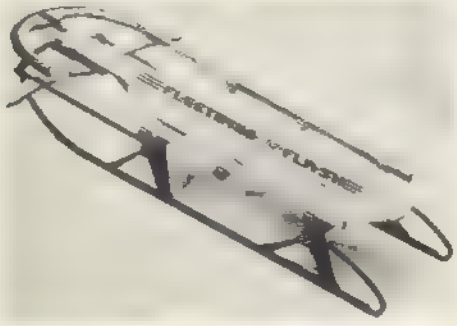
Write for full information regarding extra-high lift loaders.

The independently powered Street Sweeper or Rotary Broom attachment is available for all Lull Universal loaders. Driven under its own power, this attachment can be set at any desired working angle.



740-4-49

Fleetwing Racer



Fleetwing Spring-Top

Tiny Tot Sled Stroller

No. 018 Sled Guard

### AUTO WHEEL COASTER CO.

### SLEDS

| | |
|---|---|
| No. 38 38" Fleetwing Sled | Doz. $ 64.00 |
| No. 42 42" Fleetwing Sled | Doz. $ 68.80 |
| No. 47 47" Fleetwing Sled | Doz. $ 76.80 |
| No. 51 51" Fleetwing Sled | Doz. $ 92.80 |
| No. 57 57" Fleetwing Sled | Doz. $104.00 |
| No. 118 Tiny Tot Sled Stroller | Doz. $96.00 |
| No. 147 47" Fleetwing Spring Top Sled | Doz. $148.80 |
| No. 151 51" Fleetwing Spring Top Sled | Doz. $160.00 |
| No. 247 47" Deluxe Spring Top Sled | Doz. $170.80 |
| No. 251 51" Deluxe Spring Top Sled | Doz. $184.00 |
| No. 018 Sled Guards | Doz. $ 32.00 |

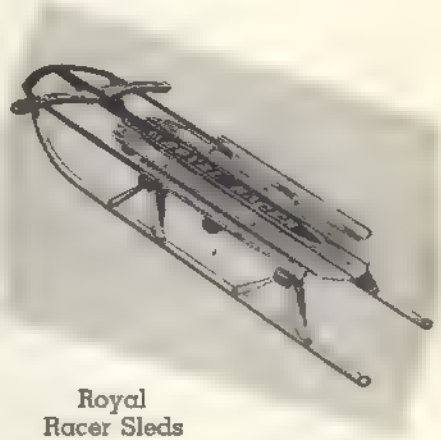
ALL ABOVE SLEDS ARE PLUS 10% TAX

### PRATT MANUFACTURING CO.

### SLEDS

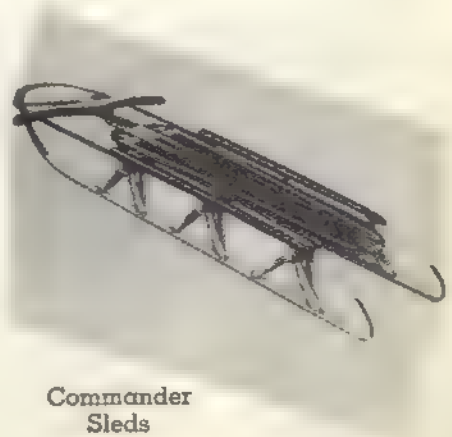
| | |
|---|---|
| No. 138 36" Royal Racer Sled | Doz. $ 48.00 |
| No. 140 40" Royal Racer Sled | Doz. $ 64.00 |
| No. 145 45" Royal Racer Sled | Doz. $ 80.00 |
| No. 154 54" Royal Racer Sled | Doz. $ 96.00 |
| No. 240 40" Silver Streak Sled | Doz. $ 80.00 |
| No. 246 46" Silver Streak Sled | Doz. $ 96.00 |
| No. 252 52" Silver Streak Sled | Doz. $108.00 |
| No. 258 58" Silver Streak Sled | Doz. $132.00 |
| No. 340 40" Commander Sled | Doz. $120.00 |
| No. 346 46" Commander Sled | Doz. $138.00 |
| No. 352 52" Commander Sled | Doz. $150.00 |
| No. 358 58" Commander Sled | Doz. $172.00 |
| No. 445 45" Red Rocket Sled | Ea. $ 14.00 |
| No. 454 54" Red Rocket Sled | Ea. $ 15.50 |
| Baby Push Sled | Ea. $8.00 |

ALL ABOVE SLEDS ARE PLUS 10% TAX

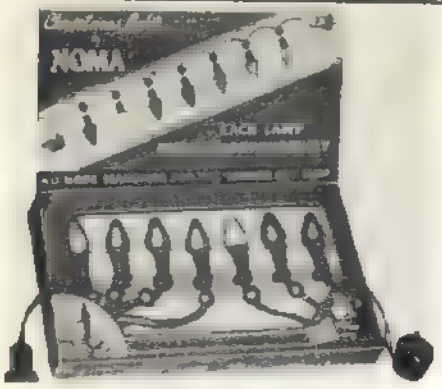


Royal Racer Sleds

Silver Streak Sleds



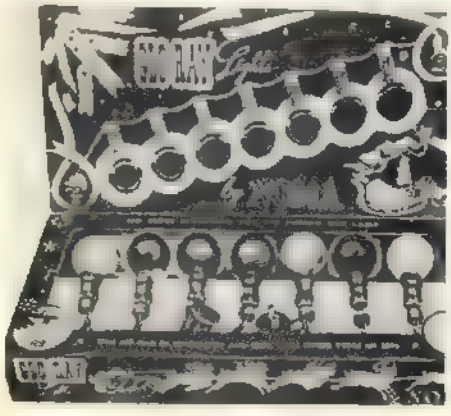
Commander Sleds




No. 3010 Indoor Set

No. 3005 Outdoor Set

No. 110 Series Set



No. 3017 Indoor Set

NOMA ELECTRIC CO.

## CHRISTMAS DECORATIONS

**No. 3010 7 light Indoor Berry Bead Outfit.....Ea. $2.50**
Plus tax .07 each
Equipped with add-on connector for attaching additional sets. Uses C7½ lamps which burn independently.

**No. 3415 15 light Indoor Outfit.....Ea. $5.40**
Plus tax .16 each
The most popular set made. 15 sockets in one straight line makes tree trimming a pleasure. Assorted color C7½ Candelabra base lamps.

**No. 3017 7 light Glo-Ray Outfit.....Ea. $3.20**
Plus tax .12 each
Ball shape G-14 lamps in gay, holiday colors. Wired in multiple. Add-on connector for attaching additional sets.

**No. 3019 7 light Multiple Outfit.....Ea. $5.60**
Plus tax .07 each
This set has C7½ lamps, and assorted snap on plastic fancy figures. The figures are: Angel, cat, santa claus, rabbit, snow man, dog, canary.

**No. 3402 7 light Ad-A-Lite Indoor Kit Ea. $3.06**
Plus tax .07 each
Pin type sockets. Place the lights anywhere you want them along the wire. Sturdy plastic turn lock cap sockets. C7½ multiple burning lamps

**No. 3403 15 light Ad-A-Lite Indoor Kit.....Ea. $6.40**
Plus tax .16 each
Same as No. 3402 except equipped with fifteen lights.

**No. 110 8 light Series Type Outfit Ea. $1.46**
Plus tax .05 each
Tri-plug connection with open outlet for attaching additional sets.

**No. 119 8 light Series Outfit with Fancy Figures.....Ea. $3.96**
Plus tax .05 each

**No. 130 8 light Series Set. Sno-Gem Ornaments.....Ea. $3.65**
Plus tax .05 each

**No. 133 8 light Candle Lite Outfit.....Ea. $5.00**
Plus tax .05 each

**No. 3005 7 light Red-Cap Outdoor Outfit.....Ea. $3.45**
Plus tax .08 each

**No. 3215 15 light Red-Cap Outdoor Outfit.....Ea. $7.45**
Plus tax .19 each

**No. 508 8 light Bubble-Lite Set.....Ea. $3.20**
Plus tax .05 each

**No. 509 9 light Bubble-Lite Set.....Ea. $3.60**
Plus tax .05 each

## NOMA ORNAMENTAL REPLACEMENT LAMPS

**No. 41 Santa Claus Figure, 10 to box.....Ea. .30**

**No. 430 Snow Gems, 8 to box.....Ea. .30**

**No. 431 Star, 10 to box.....Ea. .30**

**No. 433 Candle Lite, 10 to box.....Ea. .46**

**No. 426 Fancy Figures, 18 to box Box $2.65**

**No. 586 Assorted Figures, Multiple Bulbs, 10 to box.....Box $4.00**

**No. 421 Bubble Lite Lamps, Assorted Colors, 10 to box.....Ea. .30**

ALL OF THE ABOVE SETS AND REPLACEMENT LAMPS ARE PLUS TAX. THE TAX SHOWN IS NET.

No. 501-G Bubble-Lite Tree

No. 504-W Bubble-Lite Tree

No. 547 Tree Spray

No. 1117 Santa Claus Wreath

No. 1114 Wreath

No. 1509 Wreath

No. 54 Candolier

No. 201 Candolier

## NOMA BUBBLE LITE TREES

**No. 501G 18" Green Bubble-Lite Tree**.....Ea. $10.80
Plus Tax .05 each

**No. 502W 18" White Bubble-Lite Tree**.....Ea. $10.80
Plus Tax .05 each

**No. 503G 28" Green Bubble-Lite Tree**.....Ea. $21.28
Plus Tax .11 each

**No. 504W 28" White Bubble-Lite Tree**.....Ea. $21.28
Plus tax .11 each

Same as the No. 503G except is made of white visca.

## NOMA BELL SPRAYS, WREATHS, CANDOLIERS, STARS AND CROSSES

**No. 547 Tree Spray, 9 three inch balls, series bulbs**.....Ea. $9.00
Plus tax .05 each

**No. 548 Tree Spray, 2 five inch balls, one 4" ball, C7½ bulbs**.....Ea. $7.68
Plus tax .03 each

**No. 1114 Red Cellophane Wreath, 12", C7½ bulb**.....Ea. $1.06
Plus tax .01 each

**No. 1117 Visca Wreath, 14" green, C7½ bulbs**.....Ea. $4.86
Plus Tax .02 each

**No. 1508 Holly Leaf Wreath, 20", C6 bulbs**.....Ea. $9.00
Plus tax .05 each

**No. 1509 Merry Xmas Wreath, 20", C6 bulbs**.....Ea. $11.30
Plus tax .05 each

**No. 32 Christmas Candle, 10", C7½ bulb**.....Ea. $1.94
Plus tax .01 each

**No. 54 Candolier with Holly Spray, 2 lights**.....Ea. $3.94
Plus tax .03 each

**No. 183 Candolier with Holly Spray, 3 lights**.....Ea. $2.34
Plus tax .08 each

**No. 184 Candolier with Holly Spray, 3 lights, halo**.....Ea. $4.80
Plus tax .04 each

**No. 193 Candolier, 3 lights**.....Ea. $3.20
Plus tax .05 each

**No. 195 Candolier, 5 lights, flame tip**.....Ea. $5.34
Plus tax .05 each

**No. 196 Candolier, Halos, seven C7½ bulbs**.....Ea. $9.00
Plus tax .07 each

**No. 201 Candolier, Halos, eight C7½ bulbs**.....Ea. $6.60
Plus tax .08 each

**No. 69 All Metal Star, C7½ bulb**.....Ea. $1.54
Plus tax .01 each

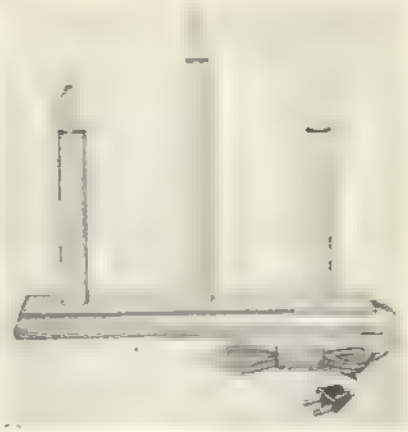
**No. 124 5 light Multiple Star, 6" diameter**.....Ea. $3.34
Plus tax .05 each

**No. 126 Color Point Star, C7½ bulb** Ea. $2.00
Plus tax .01 each

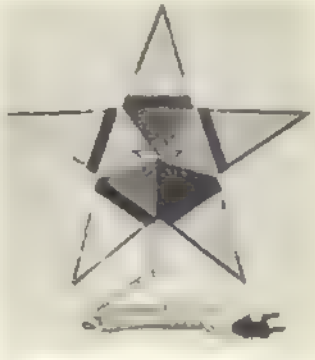
**No. 700 Illuminated Tree-Top Angel** Ea. $2.34
Plus .01 each

**No. 1201 All Metal Cross, 16" high, 7" wide, C7½ lamp**.....Ea. $2.86
Plus tax .01 each

**No. 800 Altar, All candles light**.....Ea. $15.00

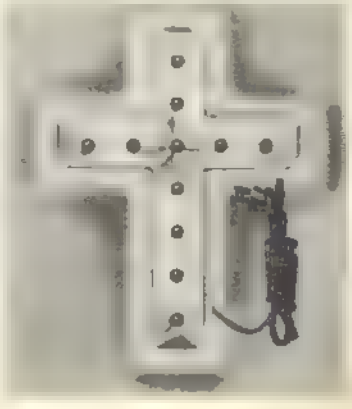


No. 163 Candolier



No. 126 Star

No. 700 Angel

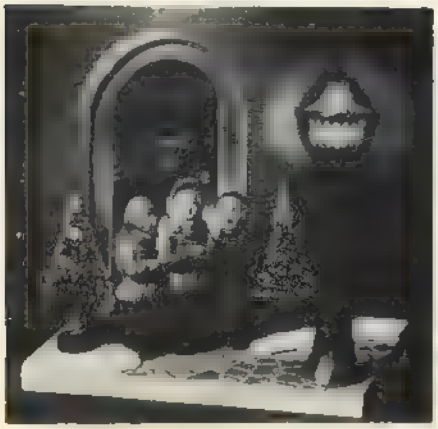


No. 1201 Cross

No. 601 Green Tree

No. 525 Santa Glo

No. 536 Angel Glo



No. 1512 Musical Street Scene

GLOLITE CORPORATION

## CHRISTMAS DECORATIONS

No. 601 Green 16" Bubble-Glo Tree.....Ea. 7.70

No. 602 White 16" Bubble-Glo Tree.....Ea. $ 7.70

No. 525 Santa Glo Lighted Tree Top.....Ea. $ 2.00

No. 536 Angel Glo Lighted Tree Top.....Ea. $ 2.40

No. 1512 Musical Christmas Street Scene, Silent Night.....Ea. $ 9.20

No. 900 Single Bell Cluster.....Ea. $ 1.60

No. 901 Two Bell Cluster.....Ea. $ 2.20

No. 902 Four Bell Cluster.....Ea. $ 3.20

No. 1303 Three Light Candolier.....Ea. $ 4.78

No. 426 Illuminated Metal Star 7½".....Ea. $ 1.56

No. 305 Plastic Altar, 11x4½x11".....Ea. $ 8.00

No. 306 Musical Plastic Altar 11x4½x11".....Ea. $12.00

GOOD LITE ELECTRIC MFG. CO.

## CHRISTMAS DECORATIONS

No. 40 8 light series set with add-on.....Ea. $1.38
Plus tax .05 each

No. 102CL 7 light Multiple Set. C7½ bulbs.....Ea. $2.40
Plus tax .07½ each

No. 145 15 light Multiple Set. C7½ bulbs.....Ea. $5.20
Plus tax .16 each

No. 250 7 light Outdoor Set. C9½ bulbs.....Ea. $3.14
Plus tax .09 each

No. 80M 10" Wreath with light.....Ea. .96
Plus tax .01 each

No. 82M 12" Wreath with light.....Ea. $1.06
Plus tax .01 each

No. 392 Two light Bell Cluster.....Ea. $2.10
Plus tax .02½ each

No. 393 Three light Bell Cluster.....Ea. $2.50
Plus tax .03 each

No. 311 One light Bell Cluster.....Ea. .84
Plus tax .01 each

## EXTRA TREE LIGHT BULBS FOR ALL SETS

No. C-6 Assorted Bulbs, Pkd. 100 Per C $ 9.60
Plus tax .60 C

No. C-7½ Assorted Bulbs. Pkd. 100.....Per C $17.00
Plus tax $1.03 C

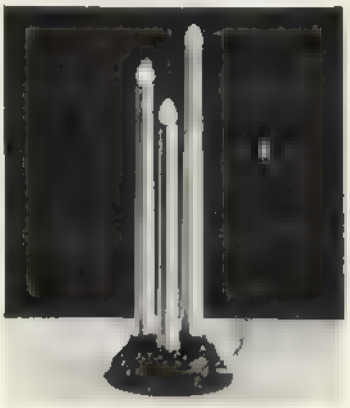
No. C-9½ Assorted Bulbs. Pkd. 50.....Per C $21.00
Plus tax $1.28 C

No. G-14 Assorted Bulbs. Pkd. 50.....Per C $28.00
Plus tax $1.72 C

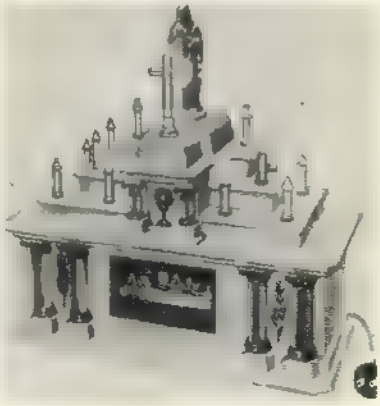
ALL ABOVE ITEMS ARE PLUS TAX AND TAX SHOWN IS NET

Bell Clusters

No. 426 Star



No. 1303 Candolier



No. 306 Musical Altar

## BUILDING TOYS
### EASY TINKERTOY

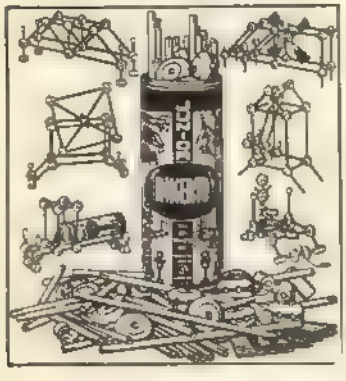
Because of its low price and exceptional value this new member of the Tinkertoy family takes its place as an item for continuous year-around sale. Children of kindergarten age and all the way up can build all of the action and still models shown on the comprehensive direction sheet, and from these gather inspiration to construct forms from their own imagination. The parts are all standard with similar pieces in all Tinkertoy sets and the formation of designs and models is based on the same absolute mathematical principle. Rods, spools and other wood parts are made of smoothly turned New England white birch.

**No. 40** Easy Tinkertoy .... Per dozen $4 80

One in a Fibre Mailing Can With Metal Screw Top

Two Dozen in a Carton

### JUNIOR TINKERTOY



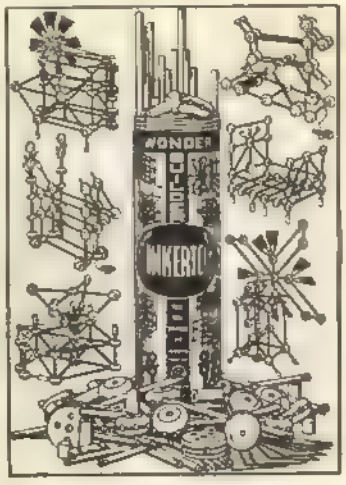
A set for beginners. Made of white birch, natural finish, unpainted. Hundreds of motion models of the simpler type can be made The new wind blade holders and rod extension pieces have been added to this set

**No 75**—Junior Tinkertoy . Per dozen $9 00

One in a Fibre Mailing Can with Metal Screw Top

One Dozen in a Carton

## BUILDING TOYS
### WONDER BUILDER TINKERTOY



Tinkertoy is based on the principle of triangular ratio, enabling the operator to complete any given model exactly. The wood parts will construct a thousand or more models. The connecting rods are of birch in natural finish while the hubs are enameled in color. Cardboard wind blades, direction book etc., are also included.

**No. 135** Wonder Builder . .. . ..... ..Per dozen $16.20

One in a Fibre Mailing Can with Metal Screw Top Two Dozen in a Carton

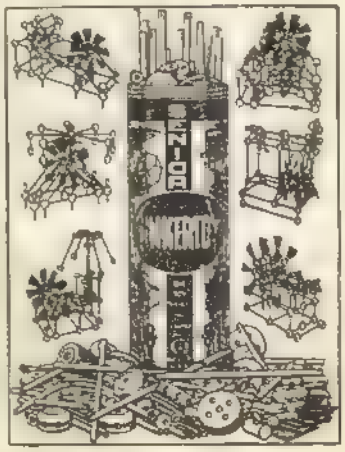
### SPECIAL TINKERTOY

An elaboration of the Wonder Builder with more parts, varying designs and incorporating the Windlass Drive which supplies the power that gives action to each model by means of a hand crank, an important and desirable feature. 126 smoothly turned New England white birch wood parts, natural finish, 1 metal crank, 8 windblades, 1 direction sheet showing 36 models and a trick sheet of stunts and games using the various pieces. Packed in a 3¾"x12½" fiber container with metal top and bottom

**No. 175** .. . . .. .. ... ..... . . . .. .... ....Per dozen $21.00

One in a Laminated Mailing Can One Dozen in a Carton

### SENIOR TINKERTOY



Senior Tinkertoy is designed for those who desire larger and more elaborate models. The parts are identical with those supplied with the Spring Motor Tinkertoy and the Electric Tinkertoy sets with the exception that the motor is not included. In addition to building wind driven or manually operated models, motor driven models can be built with the addition of either the Tinkertoy Wind-up Motor or the Tinkertoy Electric Motor. Senior Tinkertoy contains parts consisting of hubs enameled in red, white birch rods in natural wood, pulleys, wheels, bearings, sockets, blade holders, windblades, belting cord, and new direction book. Ten thousand models are possible

**No. 225**- Senior Tinkertoy . .... . .. ..... . . . .....Per dozen $27.00

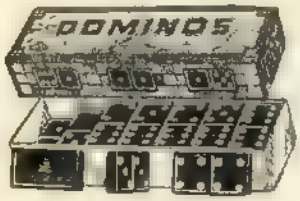
One in a Laminated Fibre Mailing Can One Dozen in a Carton

## GAMES

### HALSAM DOMINOES

Made of fine northern hardwood beautifully finished and embossed. Uniform dots, precision applied. Stained a rich ebony black, harmless and permanent.

**Double Six**




Double six dominoes, highly polished, dragon design backs, white dots. Length 2 in., width 1 in., thickness ⅛", in a lithographed box. 28 pieces

**No. 630** Per dozen $6 00

One Dozen Sets in a Carton

**Double Nine**

Double nine dominoes highly polished, dragon design backs, white dots. Length 1¾ in., width ⅞ in., thickness ⅛ in. 55 pieces

**No. 920** . . . . . Per dozen $7 20

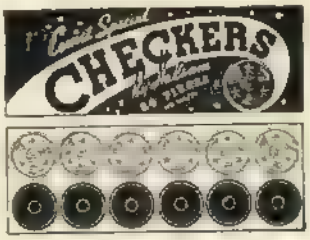
One Dozen Sets in a Carton

Double Nine Dominoes, highly polished, ebony black finish, white dots, Capitol design. Length 1¾ in., width ⅞ in., thickness ⅜ in. Rules for games included. Packed in a multicolored lithographed box. 55 pieces.

**No. 930** . . . . . Per dozen $12 00

One Dozen Sets in a Carton.

### HALSAM CHECKERS

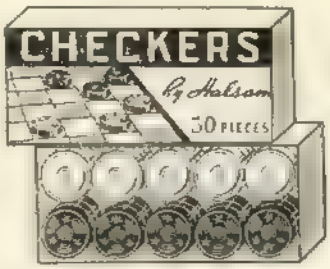



**Twenty-Four Pieces**

Northern hardwood, tumbled and polished. Smoothly finished, beautifully embossed. Good looking design on each side. Richly stained in harmless and long lasting red and deep ebony black. Boxes are colorful and strong, ideal for display purposes. Comet and beaded design.

**No. 518/24** . . . . . Per dozen $1.80

Six Sets in a Carton.




**Thirty Pieces**

Thirty pieces 1⅛x⅛ in. Embossed with comet and No. 1 beaded design. Stained and polished red and black. Packed in lithographed box

**No. 518** Per dozen $2.40

One Dozen Sets in a Package

### AMERICAN PLASTIC CHECKERS

**Halsam**

Molded of finest plastic in rich red and jet black harmless colors

Deeply embossed with handsome American eagle and shield design

Washable and unaffected by temperature change, or moisture

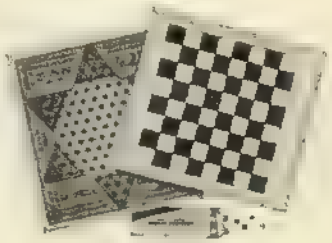
Resistant to chipping, splitting, or breaking. Interlocking features. 24 pieces.

**No. 614/24P** . . . . . Per dozen $3 60

Six Dozen Sets in a Carton

### CHINESE CHECKERS

**Northwestern**

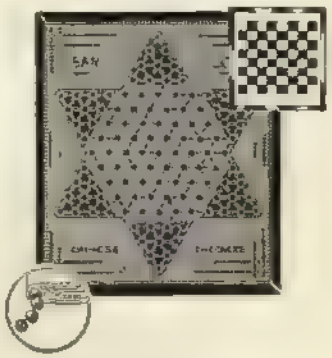


An excellent Chinese Checker game with a regular checker board on the back Frame made of wood, stained. Heavy processed panel. A four colored board

Complete with 60 marbles and full instructions

**No. 104** . . . . . Per dozen $16 68

One in Envelope, One Dozen in a Shipper



Four-color Chinese Checker game is backed by regular red and black checkerboard. Non-warping panel, 16" x 18". Tubular plated frame holds marbles

Complete with 60 marbles and instructions

**No. 130** . . . . . Per dozen $21 48

One in a Package, One Dozen in a Shipper

### CHESSMEN

**Milton-Bradley**

A set of regulation style hard wood chess men attractively finished in gleaming black and natural wood. Box has built up and side partitions. Size 7¾ x 9⅜ in.

**No. 4458** . . . . . Per dozen $12.00

One Dozen Sets in a Carton

# BUILDING TOYS

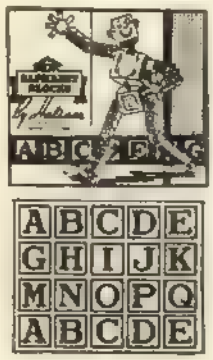
## HALSAM ALPHABETIC BLOCKS

A-B-C sides are deeply embossed, have narrow borders so letters are big, easy-to-see. Each block has Halsam's safety features, rounded corners and edges, smooth finish. Harmless, bright, high-gloss red, blue, green and orange lacquers.

Blocks show modern, paneled letters on white backgrounds plus red and blue printed animal illustrations and other familiar, educational articles of child interest.

A set of 15 blocks, 1 ¾ in. square in a box 6⅞ x 4⅛ in.

**No. 2015** ..... Per dozen sets $5.40
One Set in a Box, Six Dozen in a Carton




A set of 20, 1⅞-inch blocks in a box 6⅞ in. long and 5½ in. wide.

**No. 2020** ..... Per dozen sets $7.20
One Set in a Box, Six Dozen in a Carton

A set of 36, 1⅞-inch blocks in a box 8½ in. x 8⅛".

**No. 2036** ..... Per dozen sets $12.00
One Set in a Box, Four Dozen in a Carton.

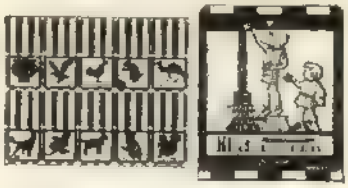
## HALSAM HI-LO BLOCKS

Blocks with grooves that interlock a patented feature exclusive with Halsam. All edges and corners rounded and flat surfaces smooth, finished for safety. Lacquered green, red, blue and orange, on white, high gloss and harmless.

Blocks fit together. Also embossed with colorful alphabet letters and fascinating animal pictures. Strong, full-color boxes ideal for display.

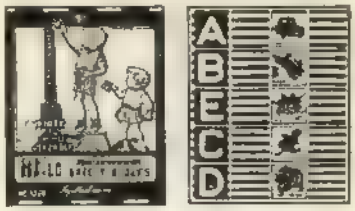
A set of 15, 1⅞-inch blocks in a box 6⅞ in. long and 4⅛ in. wide.

**No. 2215** ..... Per dozen sets $5.40
One Set in a Box, Six Dozen in a Carton.



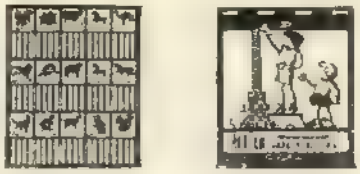
A set of 20, 1⅞-inch blocks in a box 6⅞ in. long and 5½ in. wide.

**No. 2220** ..... Per dozen sets $7.20
One Set in a Box, Six Dozen in a Carton




A Set of 20, 1¼ Inch Blocks, in a Box 9x7 Inches.

**No. 3220** ..... Per dozen $12.00
One Set in a Box, Four Dozen in a Carton



A set of 30, 1¾ inch blocks, in a box 10¾ in. long and 9 in. wide.

**No. 3230** Per dozen $18.00
One Set in a Box, Two Dozen in a Carton

Embossed with colorful alphabet letters and fascinating animal pictures. 36 pieces, 1¾ inch.

**No. 3236** ..... Per dozen $22.80
One Set in a Box Two Dozen in a Carton

## HALSAM PYLOK PLASTIC BLOCKS

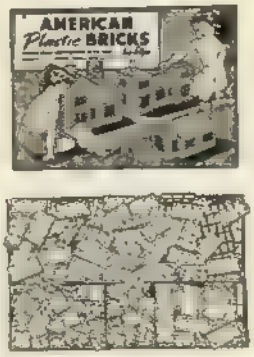
Fine plastic, lightweight but durable, washable, odorless and tasteless. Brilliant, lustrous colors, harmless and non-toxic, solid throughout blocks. Highly polished, smooth surfaces, edges and corners rounded for added safety.

The perfect tiny tot toy and fascinating aid to child development. A combination, interlocking, piling and nesting blocks for indoor fun, bath time play, the beach or sandbox.

Pylok Blocks can be kept sanitary by washing, they're ideal for teethers, drinking cups and feeding sets. And under normal usage they will not crack or chip. Largest piece 2x2¼ in. 12 pieces. One end of each block is illustrated with beautiful cameo-type picture of a familiar animal.

**No. 50-12** ..... Per dozen $18.00
One Set in a Box, Dozen Sets in a Carton

## HALSAM AMERICAN PLASTIC BRICKS




Molded of the finest plastics unaffected by weather, room temperature or moisture. Brilliant brick red and "stone gray," harmless, permanent and sound throughout the pieces. Models follow true bricklayers' practices and are practically scale miniatures.

Here's the best in popular priced, educational building sets. Sturdy and durable as only modern plastics can be. Each plastic piece is washable and highly polished, all edges smooth.

Vertically scored sides and ends and mortar spaces give real, wire-cut brick appearance. Large pieces represent a nest of nine bricks forming a bricklayer's stretcher course.

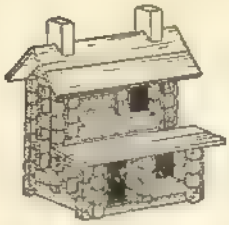
Half and gable bricks, colorful embossed windows, doors and roofs complete each set. Roofs designed to simulate asphalt shingles. Strong, attractive, full-color display boxes. Instruction booklet included.

**No. 60-1P** 200 Piece Set
Per dozen sets ..... $34.80
One Dozen Sets in a Carton

**No. 60-2P** 400 Piece Set—
Per dozen sets ..... $64.80
Half Dozen Sets in a Carton

# BUILDING TOYS

## BALSAM AMERICAN LOGS



Miniature logs of various sizes hewn from squared lumber and stained a natural wood color. All sides are roughly embossed, edges are beveled and ends are notched accurately for close fit and sturdy construction. Metal clips furnished for holding roof boards in position, also roof boards, gable ends, dowel ties and chimney with each set

**63 Pieces ¾ in. Logs**

**No. 80** ..... Per dozen sets $15 00

One Set in a Box, Three Dozen in a Carton.

**86 Pieces ¾ in. Logs**

**No. 80/1** ..... Per dozen sets $24 00

One Set in a Box, Two Dozen in a Carton.

**200 Pieces ¾ in. Logs**

**No. 80/2** ..... Per dozen sets $45 00

One Set in a Box, One Dozen in a Carton.

## LINCOLN LOG SETS

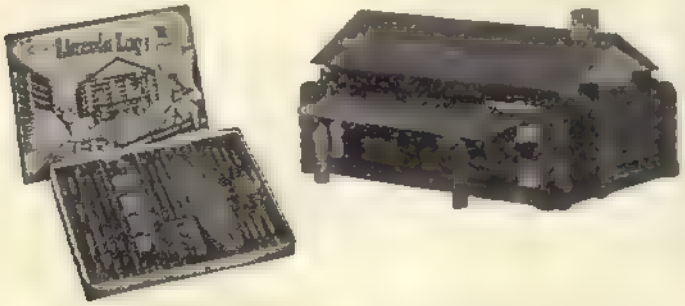
These new large Lincoln logs are ¾ in in diameter with the spaces between the notches multiples of this diameter The assortments in the various sets have been carefully worked out to permit the largest possible number of combinations Instructions for building many designs included

Lincoln logs are made of hardwood, seasoned and stained a weathered brown, the notched logs are easily put together. The designs are simple and the instruction book included shows how to make many different log buildings.

Contains 49 Pieces

**No. B** 49 Pieces ..... Per set $1.25

One Set in a Box




Contains 77 pieces, with wheels, and a design book. Logs are ¾ in. in diameter

**No 1L**—77 Pieces ..... Per set $2.00

One Set in a Box

Contains 127 pieces with wheels, long and short roof planks and design book. Logs are ¾ in. in diameter

**No. 2L**—127 Pieces ..... Per set $4 00

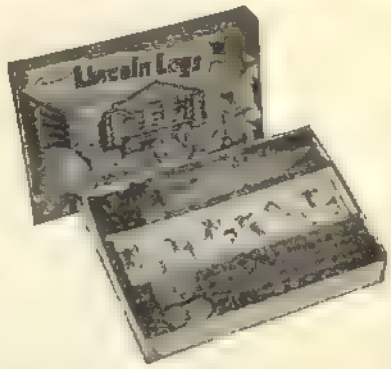
One Set in a Box

Contains 173 pieces, including extra long logs and design book.

**No. 3L**—173 Pieces ..... Per set $6 00

One Set in a Box

## LINCOLN LOGS—METAL FIGURE SETS




Just the right size to fit the Log Cabins, Forts and other structures. The foot figures are 2⅛" in height; mounted figures are in proportion

Beautifully enameled in attractive colors

No 3LF contains the same wood pieces as the 2L, plus 5 Indians on foot, 2 Pioneers and 2 Sheep

No 4LF contains the same wood pieces as the 3L, plus 1 mounted Indian, 6 Indians on foot, 3 Pioneers and 2 Sheep

**No. 3LF** Per set $5.00

**No. 4LF** Per set 7.00

One Set in a Box

## LINCOLN LOGS RAILROAD—CIVILIAN FIGURE SETS

Railroad Station with track and 7 metal figures. Individual metal figures hand-painted in realistic colors. Station attractively lithographed in 4 colors. Station, figures and cardboard track add to any toy railroad set-up — besides having play value in themselves.

When set up, station measures 9¼" by 5". The 7 sturdy metal figures of zinc alloy 2⅜" high. All handpainted in lustrous, appealing colors

Included in this group of "real-action" figures are: a Red Cap with baggage, Train Engineer, Signalling Conductor, Telegraph Messenger, Station Policeman and 2 passengers ready to board the train. Entire station with its authentic railroad atmosphere, its bustling crowd of passengers and workers, lends realism to any toy railroad layout

**No. 30** ..... Per set $1.00

Standard Package Twenty-Four Pieces

## LINCOLN COWBOYS AND INDIANS WITH WIGWAM

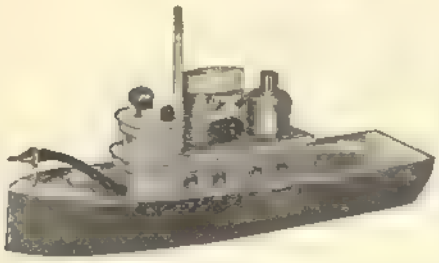
(Frontier Set). An excellent metal figure set to use alone or in conjunction with Lincoln Logs. Consists of 3 Cowboys, 4 Indians and colorful, set-up wigwam. Figures are 2⅛" in height, hand cast of zinc alloy, beautifully enameled in bright colors

**No.20** ..... Per set $1 00

Standard Package Twelve Pieces

# TOYS

### FIRE BOAT—PUMPS WATER
**Keystone**



Fire boat that pumps water. Length 10 inches. Finished red hull, buff deck, ivory cabin. Equipped with plunger pump, hose and nozzle and deck trim

**No. 885** Per dozen $12 00

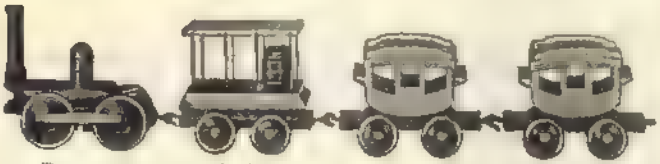
One in a Box, Two Dozen in a Carton

### STROMBECK-BECKER WOOD MODEL ASSEMBLY KITS
### DE WITT CLINTON TRAINS

Locomotive and tender only. Length 7". Folding box 9" x 3" x 1⅝". New step-by-step instructions

**No. 1831C** . . . . Per dozen $6 00

One Kit in a Box



First passenger train in New York State. Scale ¼"—1'. Length 14¼", height 3". Set-up box 12"x3¾"x1½". New step by step instructions.

**No. 1831GT** Per dozen $12 00

One Kit in a Box

### WM. GALLOWAY TRAINS

Locomotive and tender only. Length 8". Folding box 9" x 3" x 1⅝". New step by step instructions.

**No. 1837C** . . . . . Per dozen $6 00

One Kit in a Box.

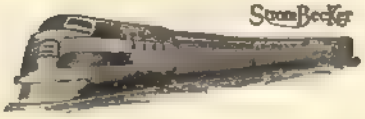
### C. & N. W PIONEER LOCOMOTIVE

Solid wood model kit of Chicago's first locomotive, a wood burning engine with funnel stack and one pair of 54" diameter driving wheels. Scale ¼"—1' Length when assembled, 7" Ready-shaped, precision parts for quick assembly. All wood parts western pine (not balsa). Complete with detailed illustrated step-by-step assembly instructions, glue and sandpaper.

**No. 1843C** Per dozen $8 28

One in Colored Carton Six Dozen in a Case

### ROCK ISLAND ROCKET TRAINS



Famous streamliner, scale ⅛"—1' (standard HO gauge). Overall length 36", height 1⅞". Complete with printed panels, sandpaper, glue, parts ready-shaped for assembly. New step by step instructions. Set-up box 12¾" x 6" x 1¾".

**No. 1937** Per dozen $19.08

One Kit in a Box

### STROMBECK-BECKER WOOD MODEL ASSEMBLY KITS
### PIPER CUB SUPER CRUISER

Authentic version of popular single-engine, high-wing monoplane with single fin and rudder fixed landing gear. Full color decal trim. Step by step assembly instructions. Scale ¼"—1'. Dimensions when assembled: Wingspread 8⅛", fuselage 5¼", height 1¾". Packed in folding box 9" x 3" x 1⅜"

**No. C34** Per dozen $6 00

One Kit in a Box

### PIPER CUB SUPER SEASCOUT

Single-engine, high-wing monoplane, seating three people, carrying 40 lbs. of baggage. Floats take the place of regular landing gear. Full color decal trim Step by step assembly instructions. Scale ¼"—1' Dimensions when assembled: Wingspread 8⅛", fuselage 5¼"; height 1¾" Packed in folding box, 9" x 3" x 1⅜".

**No. C37** Per dozen $6 00

One Kit in a Box

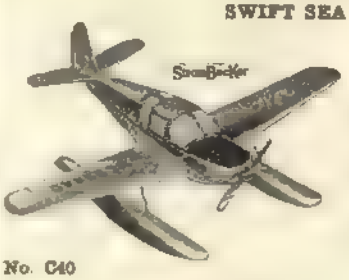
### SWIFT LAND PLANE

Single-engine, low-wing monoplane. Scale ¼" to 1'. Dimensions when assembled: Wingspan 7½", length 5'3" Ready-shaped, precision Machined parts for quick assembly. Complete with full-color decal trim and insignia, metal propeller and landing gear, detailed illustrated step-by-step instructions, wood filler, glue and sandpaper.

**No. C39** . . . . . Per dozen $6 00

One Kit in a Box

### SWIFT SEA PLANE



Single-engine, low-wing monoplane. Floats take the place of regular landing gear. Scale ¼" to 1'. Dimensions when assembled: Wingspan 7½", length 5'3". Ready-shaped, precision-machined parts for quick assembly. Complete with full-color decal trim and insignia, metal propeller, detailed illustrated step-by-step instructions, wood filler, glue and sandpaper

**No. C40** Per dozen $6 00

One Kit in a Box

### LOCKHEED P80 SHOOTING STAR

Jet-propelled Superfighter. Dimensions when assembled: wingspread 6½"; fuselage 5¾", height 1⅝" Complete with display stand, full-color decal insignia and trim, plastic pilot's canopy, and detailed illustrated instructions. Packed in folding box 9"x3"x1⅜"

**No. C32** . . . . . Per dozen $7.08

One Kit in a Box

# TOYS

## STROMBECK-BECKER WOOD MODEL ASSEMBLY KITS

### AMERICAN AIRLINES DC-3 FLAGSHIP

Two-engine Douglas DC-3 Transport, solid model kit, scale 1/64" to 1 ft. Wing span 10½", length 7". Ready-shaped precision-machined parts for quick assembly. All wood parts western pine Complete with full-color decal trim and insignia, metal propellers, landing gear and rubber wheels detailed illustrated step-by-step instructions, wood filler, glue and sandpaper. Size of carton 12⅝" x 3⅛" x 1⅝"

No. C35 — Per dozen $7 08

### CONVAIR FLAGSHIP

Twin-engine Consolidated-Vultee Transport. Scale 1/64" to 1' Dimensions when assembled Wingspan 10", length 8¼" Ready-shaped, precision-machined parts. Complete with full-color decal trim and insignia, metal propellers, steel slug for weighting nose tricycle landing gear, detailed illustrated step-by-step instructions, wood filler, glue and sandpaper

No. C38 — Per dozen $8 28

### NORTHROP P-61-C "BLACK WIDOW"

Twin-engine Night Fighter. Dimensions when assembled Wingspread 11"; fuselage 8¼"; height 2½". Complete with precision molded plastic propellers, steel slug for weighting nose, full-color decal trim and insignia, landing gear and doors, turrets and machine guns, detailed illustrated instructions. Packed in set-up box 12" x 3¾" x 1½".

No. C33 — Per dozen $12 00

### DOUGLAS DC-6 FLAGSHIP

Four-engine Douglas DC-6 Transport Scale 1/64" to 1'. Dimensions when assembled Wingspan 13" length 11" Ready-shaped, precision-machined parts for quick assembly. Complete with full-color decal trim and insignia, metal propellers, landing gear, and rubber wheels detailed illustrated step-by-step instructions, wood filler, glue and sandpaper.

No. C36 — Per dozen $12 00

All Above, One Kit in a Box

## MECHANICAL TRICKY TAXI

Marx

Measures 4½" long, 1⅝" wide, 1⅝" high

Most ingenious action in mechanical toy. Amusing performance. Will not run off edge of any flat surface. Also performs any number of other interesting tricks. Well designed and lithographed in bright colors in full detail. Has strong long running clockspring motor

No. 30 ..... Per dozen $10 80

One in a Box, Two Dozen in a Carton

## MECHANICAL GEORGE THE DRUMMER BOY

Marx

Measures 9⅛" high Brightly lithographed Soldier Boy, with drumstick in each hand, beating on metal drum. Very attractively designed and finished in detail. Runs a long time on one winding Key attached

No. 883 ..... Per dozen $10 80

One in a Box One Dozen in a Carton

## WALKING B. O. PLENTY

Marx

Measures 8¾" high

A mechanical B O. Plenty. One of the outstanding and most popular comics of today, walks along in a shuffling fashion, appealing to young and old

Operated by strong clock-spring motor, key attached

No. 193 — Per dozen $10.80

One in a Box, Three Dozen in a Carton

## WALKING PINOCCHIO

Marx

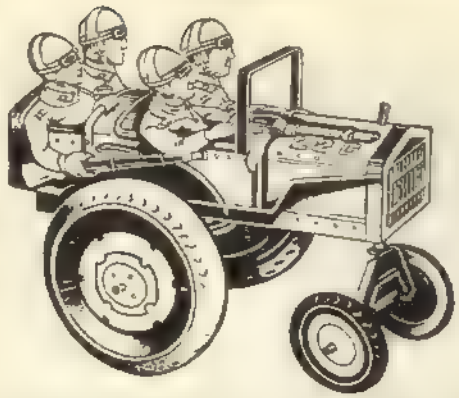
Pinocchio walks along from side to side at the same time [illegible] Pinocchio is constructed of attractively lithographed steel and [illegible] by a strong clock-spring motor Key attached

No. 179 — Per dozen $10 80

One in a Box, One Dozen in a Carton

# TOYS

## JUMPING JEEP
Marx

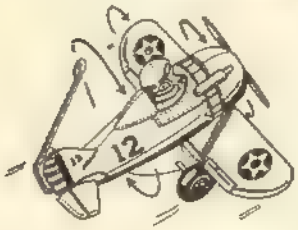


Measures 5⅛" long, 3¼" wide, 4¼" high. Eccentric action Army Jumping Jeep car which humorously simulates Army Jeep now in use. Made of lithographed steel in full military design with four soldiers in seat. Runs in all directions, backwards, forward, tips back on hind wheels while in operation. Has clockspring motor, with key attached

**No. 742** ..... Per dozen $10 80

One in a Box, One Dozen in a Carton

## STEEL MECHANICAL ROLLOVER PLANES
Marx

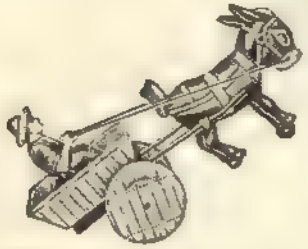


Wingspread 6⅛", 5" long, 3⅜" high to top of pilot Brightly lithographed plane with pilot in cockpit in military color design. When wound, plane rolls along intermittently stopping to completely roll over. Continuous action. Powered with strong motor Key attached.

**No. 183** ..... Per dozen $12.00

Two Dozen in a Carton.

## MECHANICAL BALKY MULE
Marx



Measures 10" long, 3¼" wide, 5½" high

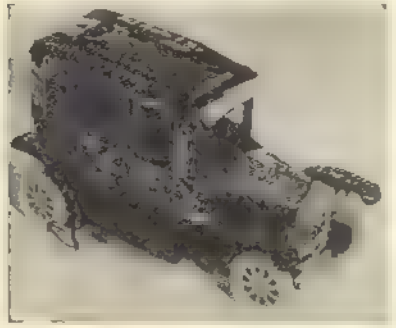
Farmer's Mule Cart. Toy has very amusing action. When wound, farmer driving the mule moves back and forward in the seat while the balky mule and cart rear up, moving back and forth when in motion

Made of attractively lithographed steel, strong long running motor, key attached.

**No 43** ..... Per dozen $12.00

One in a Box, Two Dozen in a Carton

## MECHANICAL JALOPY
Marx



6¾ in. long, 3¾" in. wide 3¾ in. high

Let us go back to the 'old days' in the Jalopy Pa drove when a-courtin Ma This museum piece rambles around the room in a most amusing fashion. It is lithographed with the figures and sayings that were considered 'cute' then, and are still good for a laugh.

Lithographed steel construction—built in seats. Long-running spiral spring motor, key attached Eccentric Action on rear axle Front wheels adjustable for straight-away or circle

**No. 941** ..... Per dozen $12 00

One in a Box, One Dozen in a Carton

## WEE SCOTTIE
Marx

Measures 5⅛ in. long, 3¾ in. high to top of ears. Metal mechanical running Scottie Dog with novel moving legs. Appropriately lithographed in Scottie colors and with lithographed blanket on body Soft rubber ears and tail. Powered by a strong spring motor.

**No. 14** ..... Per dozen $12 00

Two Dozen in a Shipping Carton

## MECHANICAL ROLLOVER CAT
Marx

Measures 5¾" long overall, 1¾" wide, 2⅝" high

Rollover Cat moves along with a very natural action, stopping from time to time to roll completely over on his side, and back on his feet resuming his journey. Continuous action. Powered by strong clockspring motor. Well-constructed of metal, rubber ears, realistically lithographed

**No. 238** ..... Per dozen $12 00

One in a Box, One Dozen in a Carton

## TRICKY MOTORCYCLE
Marx

Measures 4½ in long, 3¼ in. high, 1½ in. wide. Police Motorcycle has traffic cop in driver's seat. Travels along any flat surface, but as it reaches the edge, the motorcycle turns back and will not fall off, but turns and travels in another direction, repeating this time and again One extended rear axle permits toy to do many other tricks, such as traveling around the edge of an object placed in its path. Amusing action, and great play value

**No 49** ..... Per dozen $12 00

One in a Box Two Dozen in a Shipping Carton

# TOYS

## COWBOY RIDER
Marx

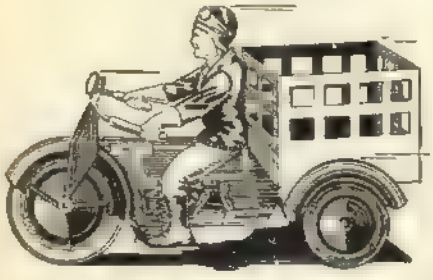
Measures 8¾" high to top of lariat.

"The dashing Cowboy and his life-like Horse," make this a very novel and desirable toy. Powered by a strong steel spring, the "Cowboy" whirls his lariat above his head and swings his arm. His mount on his hind legs prances around as long as the lariat continues to whirl. Finished in appropriately lithographed steel with all details given careful attention.

**No. 514** ..... Per dozen $12.00

One in a Box. One Dozen in a Shipping Carton

## DELIVERY MOTORCYCLE
Marx



9¾ in. long, 5¾ in. high

Sturdily built replica of modern package delivery motorcycle. Lithographed in appropriate design in full detail. Has driver in seat and open compartment in which package can be carried. Has strong spiral spring mechanism with key attached.

**No. 427** ..... Per dozen $12.00

One in a Box, Two Dozen in a Shipping Carton

## MECHANICAL MYSTERY KITTY KAT
Marx

Measures 8½" long overall. For the tots too small to wind up mechanical toys. Has a mystery motor which operates by pressing down Kitty's tail. Just press the tail downward and release. Cat will proceed to run forward playfully with wooden ball between his paws. Attractively colored metal.

**No. 358**..... Per dozen $12.60

One in a Box, Two Dozen in a Carton

## MYSTERY PLUTO DOG
Marx

Measures 10" long over all, 3½" wide, 3¼" high.

Walt Disney's famous character "Pluto" will proceed to run forward playfully, sniffing as he runs along.

For youngsters too small to wind up mechanical toys, simply press down the dog's tail. Attractively designed lithographed steel, also has long droopy ears made of rubber.

**No. 328** ..... Per dozen $12.60

One in a Box, Two Dozen in a Carton

## FLIPPO—SOMERSAULTING DOG
Marx

Measures 3¾" long, 2¼" wide, 3½" high

This clever mechanical Dog flips over many times, completing a long somersaulting action, and always returns to a sitting position. Equipped with a strong clockspring motor, and lithographed in realistic design. Winding key attached.

**No. 74** ..... Per dozen $14.40

One in a Box. Two Dozen in a Carton

## RANGE RIDER
Marx

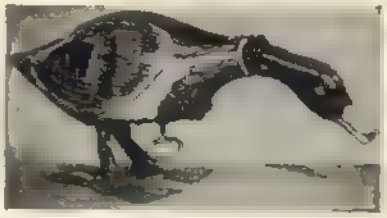
Base measures 11¼ in. long, 10½ in. high, 2¼ in. wide. Horse measures 8 in. long, 6½ in. high.

Spirited horse with Range Rider mounted on mechanically rocking base. Colorfully lithographed steel. Has long running motor with key attached. Actually simulates horse galloping while rider swings his left arm, simultaneously whirling lariat above his head.

**No. 957.** ..... Per dozen $14.40

Two Dozen in a Shipping Carton

## MECHANICAL GOBBLING GOOSE (PLASTIC)
Marx



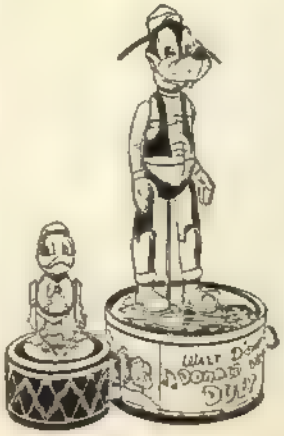
Measures 9½" long, 4" high

Every child knows the old fable about the goose that lays golden eggs. Entirely new — any youngster will be thrilled as this life-like goose waddles along, pecking the ground and laying its golden eggs. Colorful plastic construction, attractively decorated. Powered by a strong, long-running motor—key attached.

**No. 291**..... Per dozen $15.00

One in a Box, Two Dozen in a Shipping Carton

## WALT DISNEY DONALD DUCK DUET
Marx



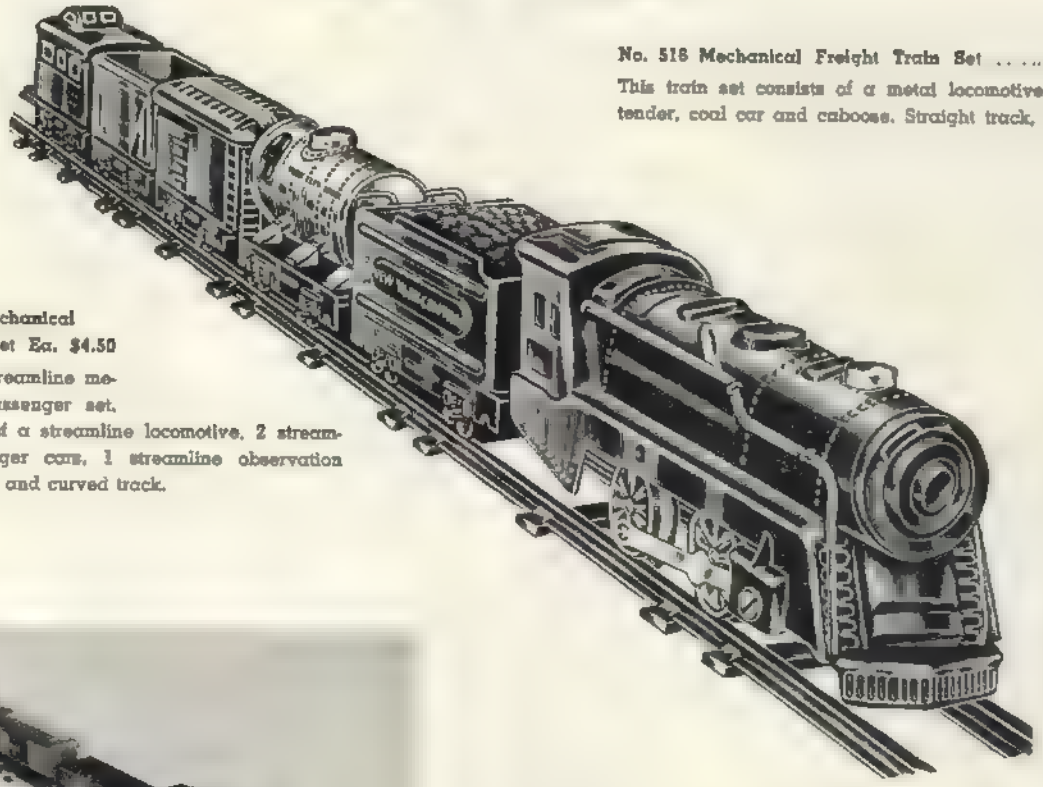
Overall measurement 7 in. long, 4¼ in. wide, 10¼ in. high to top of dancing figure.

Famous Walt Disney characters' Donald Duck and Goofy. Donald Duck beats the snare drum while Goofy dances and jigs in rhythm on the big base drum. This comical duet is operated by a strong long running coil spring motor. Motor equipped with brake. Lithographed in bright and attractive colors.

**No. 360**..... Per dozen $22.80

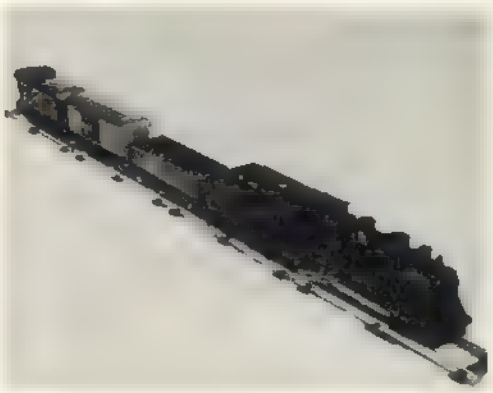
One in a Box, Two Dozen in a Carton

# MARX TRAINS



**No. 518 Mechanical Freight Train Set ..... Ea. $4.50**
This train set consists of a metal locomotive that sparks, tender, coal car and caboose. Straight track, curved track.

**No. 759 Mechanical Train Set Ea. $4.50**
This is a streamline mechanical passenger set. Consisting of a streamline locomotive, 2 streamline passenger cars, 1 streamline observation car. Straight and curved track.



**No. 965W Whistling Freight Train.....Ea. $6.80**
Something New. This train set is equipped with a whistle. Consists of locomotive with a whistle, tender, coal car, gondola car and caboose. Curved and straight track.

**No. 975W Whistling Passenger Train.....Ea. $6.80**
Something New. This train set is equipped with a whistle. Consists of locomotive with a whistle, tender, 2 passenger cars and 1 observation car. Curved and straight track.

**No. 1818 Mechanical Freight Train Set with bell.....Ea. $3.00**
This train set has a bell in the locomotive, tender, coal dump car, box car, caboose, straight track, curved track, and a pair of mechanical switches.

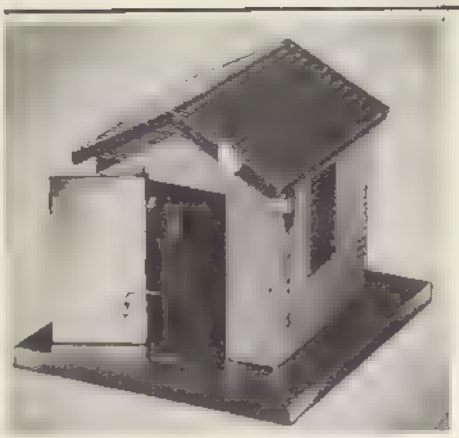
# HAFNER MECHANICAL TRAINS

**No. 90 Four Unit Mechanical Freight Train .....Doz. $48.00**
This train set consists of a black engine with mechanical bell, black tender, refrigerator car, caboose.

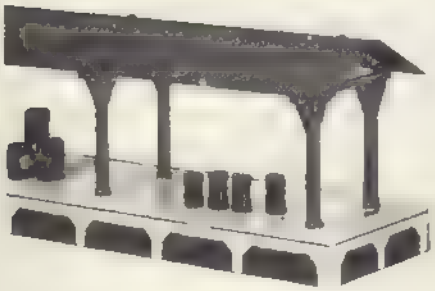
**No. 902F Deluxe Mechanical Freight Train .....Doz. $66.00**
This set consists of large black engine with mechanical bell, black tender, box car, sand car, caboose, track and crossover.

**No. 902P Deluxe Mechanical Passenger Train .....Doz. $66.00**
This train set consists of large blue engine with mechanical bell, new tender, two passenger cars, one observation car, track and crossover.

**No. 903 Special Deluxe Freight Train .....Doz. $80.00**
This train set consists of large black engine with mechanical bell, large black tender, box car, cattle car, caboose, track and one pair of switches.



No. 101 Gateman



No. M3 Freight Shed

No. M1 Station

No. RA-5 Railroad Accessory Set

COLBER MFG. CO.

## OPERATING GATEMAN

**No. 101 Colber Operating Gateman Ea. $5.30**
Gateman emerges when button is pushed, returns when button is released—that's all there is to it. Button, universal Lock-On, and 3 feet of wire included.

H. & H. SALES CO.

## STREET LIGHTS, TRAIN BULBS AND MARKER SETS

**No. 430 Miniature Street Light.....Ea. $1.06**
This is a beautiful enameled die cast post, non-breakable heat resistant globe, extra long leads, complete with a universal lock-on. Individually boxed.
**No. 790 Railroad Marker Set .....Ea. $1.06**
This has five marker signs. Die cast markers. Attractively packaged.
**No. 400 Railroad Marker Set.....Ea. $3.20**
This set has five die cast markers and two street lights and two universal lock-ons. Attractively packaged.
**No. 100 Train Bulb Assortment. ..Asst. $11.70**
An attractive card of 50 lamps for Train Accessories, consisting of 15 small 14 volt, 25 large 14 volt, 5 small 18 volt and 5 large 18 volt.

SKYLINE MFG. CO.

## HOUSES AND PASSENGER STA.

**No. M4 Oak Park House. Illuminated.....Ea. $2.20**
This house is 6x7x4". These houses follow the proportions of real homes. Swell for layouts and Xmas gardens.
**No. M5 Scarsdale House. Illuminated Ea. $2.20**
This house is 6x7x4". These houses follow the proportions of real homes.
**No. M2 Interlocking Tower.....Ea. $3.40**
No railroad is complete without this Metal Signal Tower. Operator's room lights up.
**No. M3 Freight Shed .....Ea. $4.00**
This freight shed has a metal roof and platform. Several can be placed end to end to make up a large terminal. Each unit complete with 8 barrels and drums.
**No. M1 Passenger Station.....Ea. $5.30**
This passenger station is finished in five colors, realistically detailed with signs, posters, baggage room, Express Agency. Illuminated.

BACHMAN BROS. CO.

## RAILROAD ACCESSORY SET PLASTIC

**No. RA5 Railroad Accessory Set. Doz. $18.00**
This set consists of 9 telephone poles, 1 evergreen tree, 3 street lights, 2 billboards and 2 warning gates.
**No. TP-5 Telephone Poles. Pkd. 1 Doz.....Doz. .80**
These telephone poles are packed 1 dozen to a carton, 12 dozen to shipping carton.

PRODUCTIONEERING CO.

## RUBBER TRACK CLIPS

**"O" Guage Rubber Track Clips. .....Gr. $18.00**
**"O27" Guage Rubber Track Clips. .Gr. $18.00**
These are packed one gross to a carton.

KEIDING PAPER PRODUCTS CO.

## TUNNEL

**No. R100 Tunnel ... . . . . .Doz. $16.00**
This tunnel is 16" long, 8" high, 8" wide. Color green.

No. 430 Street Light

No. 790 Marker Set

No. 400 Marker Set

Rubber Track Clips

No. 602 ELECTRIC CURVED TRACK "O" GAUGE

No. 601 ELECTRIC STRAIGHT TRACK "O" GAUGE

No. 600 TRACK CONNECTOR

## LOUIS MARX AND CO.
## TRAIN ACCESSORIES

| | | | |
|---|---|---|---|
| No. | 416 | Floodlight Tower | Doz. $ 25.20 |
| No. | 436 | Searchlight Tower | Doz. $ 32.00 |
| No. | 429 | Lamp Post | Doz. $ 25.20 |
| No. | 404 | Block Signal | Doz. $ 32.00 |
| No. | 418 | Bell Signal | Doz. $ 32.00 |
| No. | 423 | Twin Flasher | Doz. $ 32.00 |
| No. | 438 | Crossing Gate | Doz. $ 32.00 |
| No. | 413 | Switch Tower | Doz. $ 25.20 |
| No. | 439 | Automatic Semaphore | Doz. $ 48.00 |
| No. | 600 | Track Connectors (Lockons) | Doz. $ 2.40 |
| No. | 601 | Straight electric track. | Doz. $ 3.20 |
| No. | 602 | Curved electric track. | Doz. $ 3.20 |
| No. | 1590 | Electric Switch Set | Doz. $136.00 |
| No. | 390 | Tunnel | Doz. $ 16.00 |
| No. | 1304 | Girder Bridge | Doz. $ 16.00 |
| No. | 1320 | Trestle Bridge | Doz. $ 24.00 |
| No. | 607 | Crossover | Doz. $ 16.00 |

No. 416 ELECTRIC FLOODLIGHT TOWER

No. 436 ELECTRIC FLOODLIGHT TOWER

No. 438 AUTOMATIC RAILROAD CROSSING GATE

No. 413 SWITCHMAN'S TOWER WITH LIGHT

No. 418 AUTOMATIC BELL RINGING CROSSING SIGNAL

No. 2001 Curved Tunnel

IRVING L. HARTMAN CO.

## TUNNELS

**No. 2001 Corner Tunnel, 24" long, 16" wide, 13" high.....Doz. $45.00**

**No. 1001 Straight Tunnel, 15" long, 12" wide, 8" high.....Doz. $24.00**

ATLAS TOOL CO.

## HOUSES, PASSENGER STATION, SETS

**No. 201 Passenger Station.....Ea. $5.30**
This passenger station is 12" long, 8" deep and 6" high. Construction is of heavy guage, rigid metal, with detailed windows, doors and trim. It is illuminated.

**No. 101 White House with Red Trim.....Ea. $2.20**

**No. 102 White House with Green Trim.....Ea. $2.20**

**No. 103 White House with Blue Trim.....Ea. $2.20**
These are completely assembled, rigidly constructed metal residences of the correct proportions of use with train sets. Houses are delivered with completely installed socket, bulb and cord.

**No. 301 Railroad Village Set.....Ea. $12.00**
This is a village to completely decorate any Toy Train layout. This village consists of the Passenger Station and one each of the above houses. Each house station is illuminated.

No. 201 Station

No. 301 Village Set

No. 101 White House

JUNIOR BRIDGE CO.

## BRIDGES

**No. 101 Trestle Bridge.....Doz. $25.20**
This bridge is 27" long, 8" high and 6" wide. Construction is all metal and girders are shaped at an angle to insure extra strength. Aluminum finish.

**No. 102 Junior Bridge . . . Doz. $16.50**
This bridge is 18" long, 5½" high and 6" wide. Construction is all metal.

**No. 201 Girder Bridge.....Doz. $16.00**
This bridge is 11¼" long, 5" wide and 1½" high. Construction is all metal.

**No. 301 Tunnel.....Doz. $18.20**
All metal construction. This tunnel is long and high and wide

**No. 401 Operating Signal Bridge. Ea. $43.20**
Designed to span a double track, light on right track, turns green as train approaches, while light on second track becomes red. Construction is rugged, heavy guage metal, finished aluminum. The dimensions are 11" wide, 8" high and 3" deep.

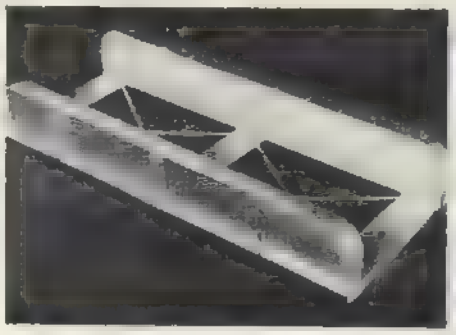
JAYLINE TOYS INC.

## ACCESSORIES AND STATION

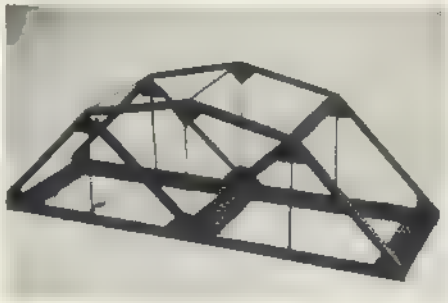
**No. 200 Switch Tower.....Doz. $48.00**

**No. 100 Trackside Set.....Doz. $40.00**

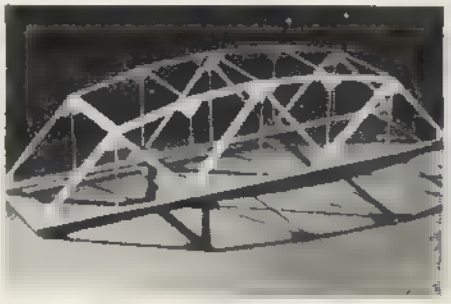
**No. 201 Suburban Station.....Doz. $48.00**



No. 201 Girder Bridge



No. 102 Jr. Bridge

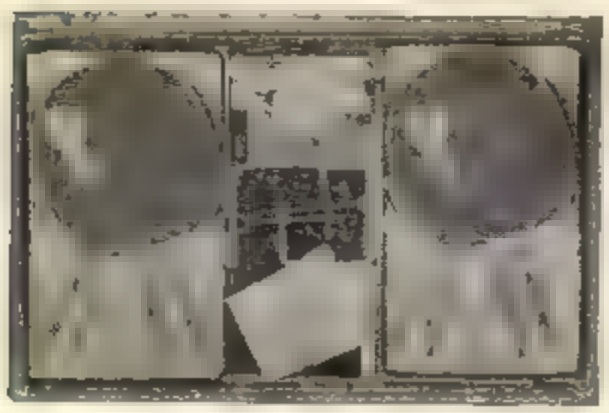


No. 101 Trestle Bridge

No. 401 Signal Bridge

# TABLE TENNIS SETS

### TATCO



Driver set contains four No. 355 drivers, 5 ply rubber face, 14-ply laminated double tapered hardwood handle. Tournament net of heavy grade net, heavy metal clamps are bolted to the net ends, adjustable both ends, attaches to metal post by screws and wing bolts.

**No. 4356** ..... Per dozen $10.00
One Set in Display Box

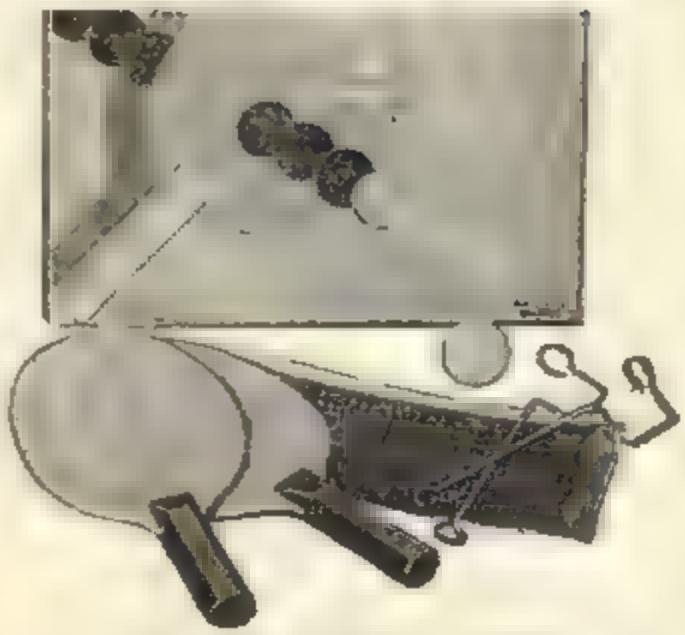
### UNIVERSAL

4 sand faced 3-ply, tournament size bats, full extension brackets, full length net; 2 tournament balls
**No. 1100** .....Each $4.50
One Set in a Box

### UNIVERSAL

4 rubber faced, 5-ply, tournament size bats, walnut handle; heavy duty, full extension brackets; metal end net adjustable on either end to fit any size table; 8 tournament balls.
**No. 1400** ..... Each $8 50
One Set in a Box

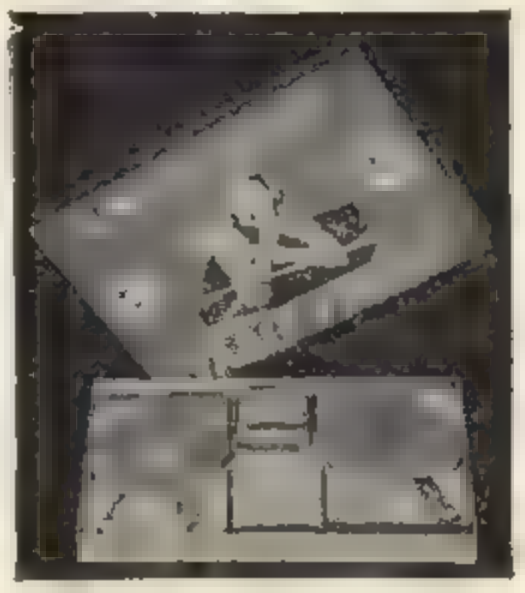
### PRESSMAN



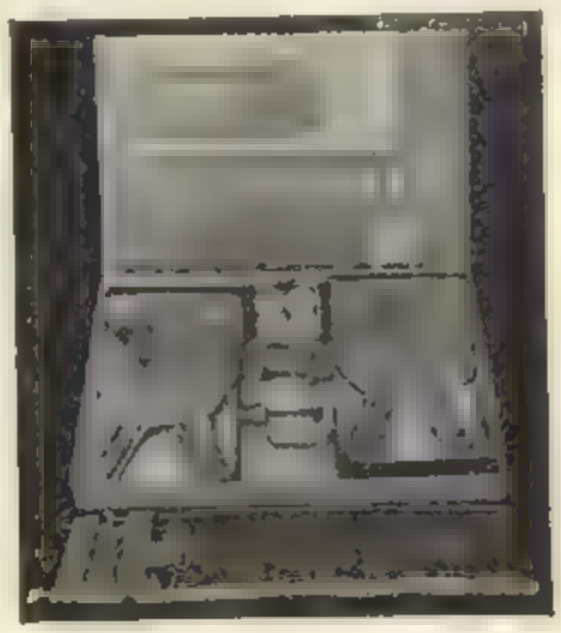
A quality table tennis set containing two plastic "won't warp" sanded paddles. Comes with a bound 60" net, 2 English balls, metal screw clamps and instructions. All in a strikingly designed lithographed labeled box, size 15¾" x 11⅝" x 1⅝".
**No. 2200** Per dozen $27.00
One Dozen in a Carton

This set has the same contents as No. 2200, with dimpled rubber facings on paddle.
**No. 2222** ..... Per dozen $33 00
One Dozen in a Carton

This set contains four sanded "won't warp" paddles. In assorted colors. Otherwise same as No. 2200
**No. 3300** Per dozen $45.00
One Dozen in a Carton



4 cork faced 3-ply tournament size bats full extension brackets; full length net; 3 tournament balls
**No. 1200** ..... Each $5.00
One Set in a Box



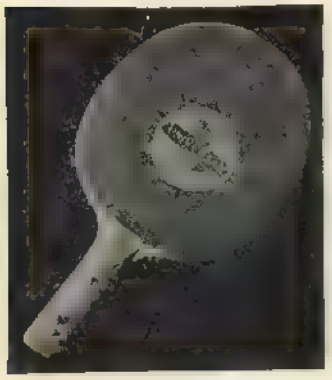
4 rubber faced 5-ply, tournament size bats, full extension brackets metal end net adjustable to any size table; 4 tournament balls.
**No. 1300** .....Each $6.50
One Set in a Box

## TABLE TENNIS BATS
### UNIVERSAL

Sanded 3-ply tournament size bat
**No. 38** Each $0.75
One in a Box

Made of 3-ply genuine basswood, cork face beveled edges, straight beech handle.
**No. 39** Each $1 00
One in a Box

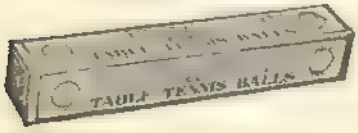
## TABLE TENNIS BATS
### UNIVERSAL



Made of 3-ply genuine basswood, pipped rubber, beveled edges, straight beech handle
**No. 37** ..... Each $1.25
One in a Box

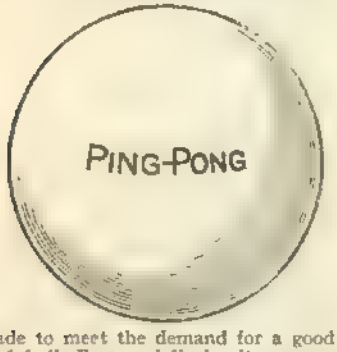
Made of 5-ply basswood, pipped rubber, beveled edges, straight walnut handle
**No. 80** ..... Each $1.50
One in a Box.

## TABLE TENNIS BALLS
### TOURNAMENT BRAND



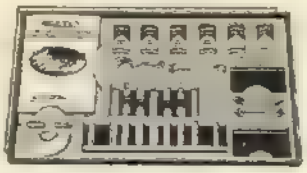

A popular ball for general play
**No. 204** Per dozen $1.20
One Dozen in a Box.

### PARKER BROS. CLUB



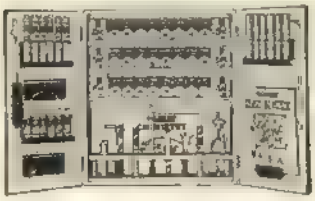

Made to meet the demand for a good low-priced ball. Fast and lively, it is also accurate in weight, measurement, resiliency and strength
**No. 10** Per dozen $1.20
Third Dozen in a Carton.

## CHEMISTRY SETS
### GILBERT

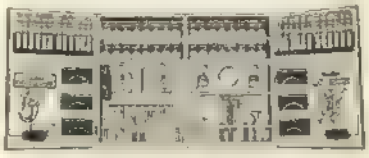


Basswood laboratory type cabinet. The Dandy beginners' set, contains 23 pieces of chemicals and apparatus including test tube rack. Large Manual of Instructions shows how to do 151 experiments. Size 13½ x 9⅝ x 1⅝ in.
**No. 1** ..... Each $1.75
One Set in a Box

Junior chemistry laboratory, a laboratory set for the beginner. Make fire, ink, dye cotton cloth, fire-proofing experiments, etc. 27 pieces of chemicals and apparatus, test tube rack. 161 experiments, all explained. Size open 19¾ x 11⅛ x 2½ in.
**No. 2** ..... Each $3.50
One Set in a Box



Basswood laboratory type cabinet. The senior set. Make colored fire, test food, make soda water, tan leather, etc., with this combination chemistry and glass blowing outfit. 67 pieces of chemicals and apparatus including chemistry manual and glass blowing manual. Five feet of metal shelf room and test tube rack. More than 400 exciting chemical feats. Size 26 x 14⅛ x 2½ in.
**No. 6** ..... Each $7.95
One Set in a Carton



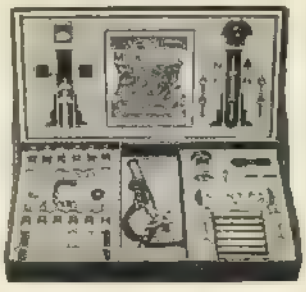
Rows and rows of chemicals at your finger tips. With this laboratory you can delve into the wizardry of chemical magic. 100 pieces of chemicals and apparatus including scales and three big books describing over 600 experiments in chemistry, glass blowing and chemical magic. Packed in large blue wooden laboratory box. 7½ ft. test tube racks and shelf room. Size over all 39 x 14½ x 2⅜ in.
**No. 10** Each $15.00
One Set in a Carton

### GILBERT

This unrivaled chemistry laboratory is the finest set for the student or young scientist. Includes chemicals, apparatus and equipment with four big manuals giving experiments in chemistry, glass blowing, mineralogy and chemical magic. Also scales, beaker, flask, alcohol lamp, gas generator, thermometer. Contains over 9 feet of shelf room and test tube racks. Performs over 800 experiments. Many of these experiments never before offered in experimental chemistry, dry ice experiments, artificial refrigeration, ethyl gas, lacquers, paints and water colors, testing of foods, electro-chemistry, electro-plating, electro-typing, etching, electrolysis, etc. Packed in blue wooden laboratory cabinet. Size 51½x14½x2⅝ overall
**No. 15** ..... Each $25.00
One Set in a Carton

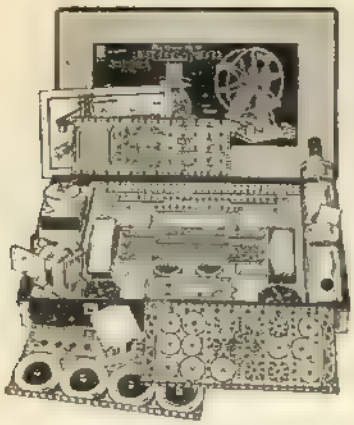
## MICROSCOPE SETS
### GILBERT

Contains Polaroid Junior and 150 power microscope with tilting device, wheel focusing, spring clips on both sides of stage to hold slide and polarizer. Adjustabl mirror, glass slides, specimens, cover glasses, dissecting needles and manual. Has 110 volt substage light. Packed in cardboard cabinet. Size 10x8¾x2¼ in
**No. 2** .....Each $2.95
One in a Box



Equipped with Polaroid Jr. Scope has high resolving power with three separate objective lenses for magnifications of 50, 90 and 210 diameters. Rubber friction focusing. Set contains apparatus, chemicals and equipment including slides, specimens, stains, 3 hole mixing tray, dissecting stand with magnifying lens and an illustrated manual showing how to do 213 experiments. In cardboard box. Size 18"x10"x12½"
**No. 6** ..... Each $6.50
One in a Box, Six in a Carton

## ERECTOR SETS
### GILBERT

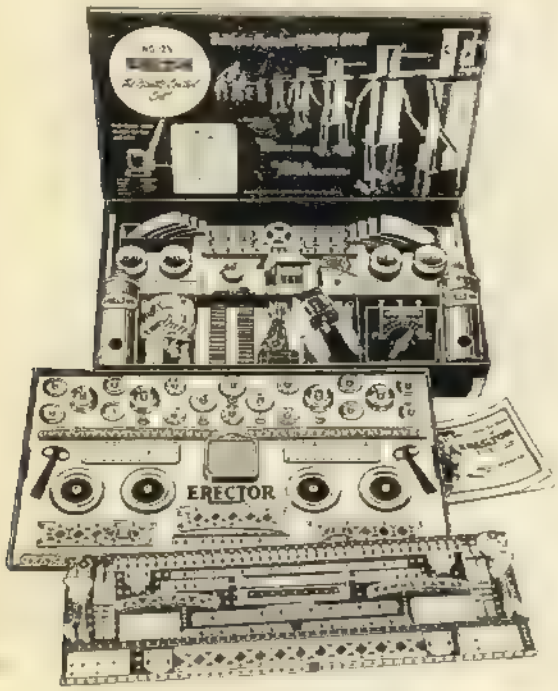


**The Automotive Set**

Builds parachute jump, giant power plant, automobiles, Whistle, electric engine with gear shift for forward, reverse and stop, 110 Volt A.C. only. Electric lights illuminate models. Chassis parts, big channel girders, giant fly wheel, etc. The set that builds trucks, elevator, mammoth walking beam engine, etc. How-to-Make-Em Book. Size 22¼ x 13¼ x 2⅞ in.

**No. 9½**—Erector Set — Each $27.50

One in a Carton




**The Remote Controlled Set**

Builds Mysterious Walking Giant, Tractors, Conveyors, Ships Crane, all push button, remote controlled.

Has three powerful motors, wind up motor, 110 volt AC electric engine with gear shift for forward, reverse and stop—15 volt AC-DC motor especially designed for those out of the way places. Set contains 7—15 Volt "Safety First" transformer and automatic cut-out. Caterpillar treads with new tread wheels, push button with coded wires, increased number of girders and base plates, two boilers and giant flywheel. This set builds realistic action models, that start, stop, reverse at the touch of a push button, all remote controlled. The only construction set with this sensational feature in the history of toy manufacturing. Largest "How-to-Make-'Em Book" ever printed. Packed in three layers in a huge, hinged cover metal box. Size 24" x 14" x 4¼"

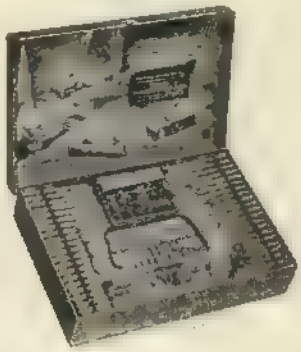
**No. 12½**—Erector Set ..... Each $50.00

One in a Carton, Weight 40 Pounds

## CONSTRUCTION SETS
### LIONEL

Cumbersome, hard-to-manage nuts and bolts have been completely done away with in these extraordinary Lionel Construction Sets. Instead, assembly pieces are put together the new, modern way—with rivets and grommets.

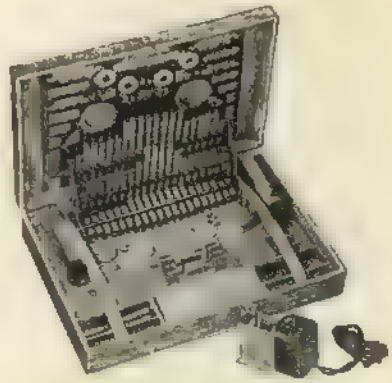
Models like bridges, cranes, towers, winches and many, many others are absolutely true-to-life. Just like the girders in real skyscrapers and bridges, Lionel Construction Set tubing members are made of durable metal and have dimension and depth to give them authenticity.



A handsome, sturdily-boxed set, containing enough pieces to build dozens of complete models, many of which operate by means of the powerful Lionel Electric Motor. Typical models which can be made with this set are the Ferris Wheel, Trailer Truck, Tractor, Operating Lathes, Circular Table Saw, Excavating Shovel and others. Precision-engineered electric motor included with this set. Holes on motor gear box support line up with holes in structural members for attachment. Tray supports allow easy access to various parts. Attractive box has snap catch and convenient carrying handle. Illustrated manual packed with set.

**No. 232** — Each $9.95

One Set in a Box

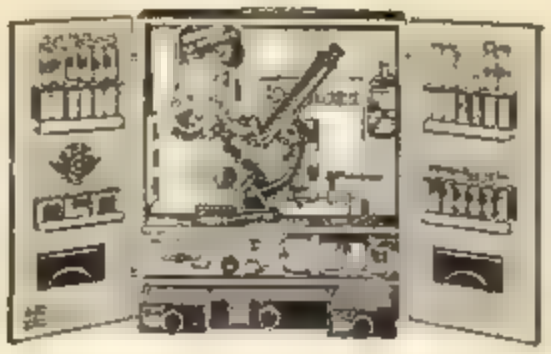


This is by far the finest Construction Set in its price range ever seen! The box and packing inserts are a marvel of design and engineering! When lid is raised, step display opens to vertical position, permitting full view of all tubing members. Other pieces [illegible] rivets or nuts for quick availability. With large assortment of parts such models as a Gantry Crane, Bascule Bridge, Airplane Ride, Derrick, etc., can be easily made. The Lionel Electric Motor included with the set has four speeds forward and three in reverse and contains five shafts which revolve at speeds ranging between 50 and 3000 R.P.M. Motor can be used to put many of the models into realistic action. Handsome illustrated Manual packed with set.

**No. 348** — Each $14.95

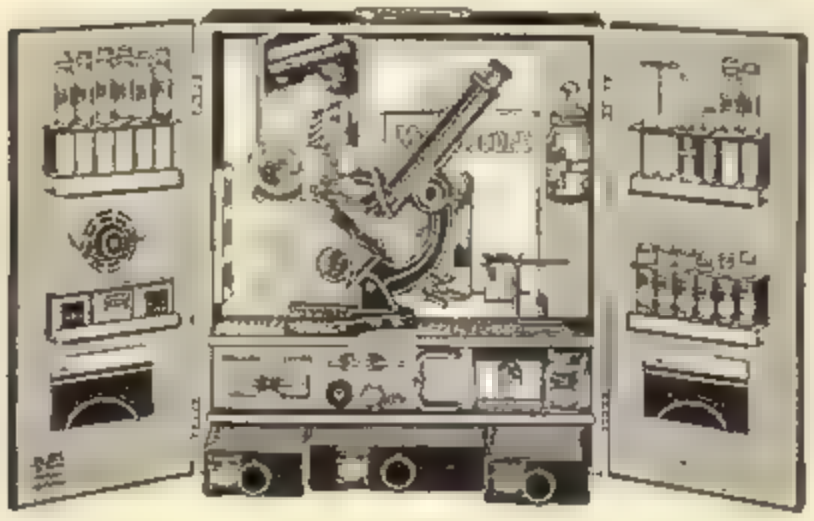
One Set in a Box

## MICROSCOPE SETS
### GILBERT



DeLuxe outfit in wooden cabinet featuring Polaroid Junior analyzer and polarizer. Contains professional type microscope equipped with three different objective lenses mounted in turret giving from 95 to 400 power with tube extended, also intermediate range Has a substage light, bench microtome, alcohol lamp, adequate supp.. of specimens and all the equipment included in set No. 6. Really a complete set for advanced work. Size opened 14½x26x3⅞ in

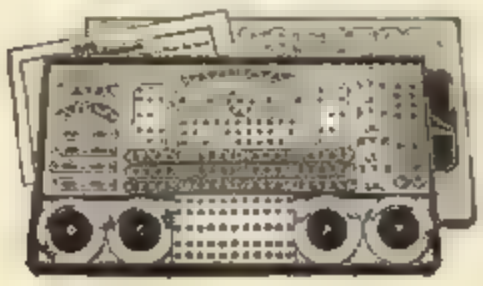
**No. 10**—Microscope Set ..... Each $10.95
One in a Box



DeLuxe outfit in wooden cabinet featuring Polaroid Jr., analyzer and polarizer. Contains professional type Microscope equipped with three different objective lenses mounted in turret giving from 95 to 400 power with tube extended, also intermediate range. Set has bench microtome, alcohol lamp, adequate supply of specimens and all the equipment included in Set No. 10 Really a complete set for advanced work. Size opened, 14½" x 26" x 3⅞".

**No. 15** ..... Each $15.95
One in a Box, Three in a Carton.

## ERECTOR SETS
### GILBERT



**Apprentice Set**

With big red wheels, curved and long girders, etc. Builds Ferris Wheel, draw bridge, elevator, cranes etc. Packed in cardboard box with five-color label and "How-to-Make-'Em" book. Size 18x10x⅞ in

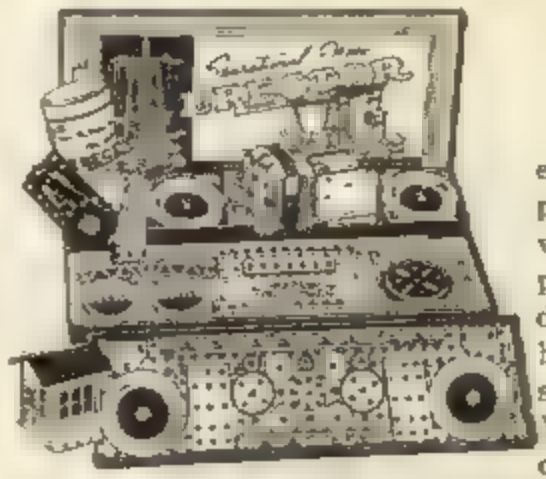
**No. 2½**—Erector Set ..... Each $3.00
One in a Box, Twelve in a Carton.

## ERECTOR SETS
### GILBERT

**The Set with Powerful P58 Battery Motor**

Gear box, gears, pinions, pulleys, etc. Builds horizontal engine, bridges, cranes and other motor driven models. Gear box reverses, transmits and increases power and speed. "How-to-Make-'Em" book included. Packed in hinged cover cardboard box. Size 18 x 10 x 2⅝".

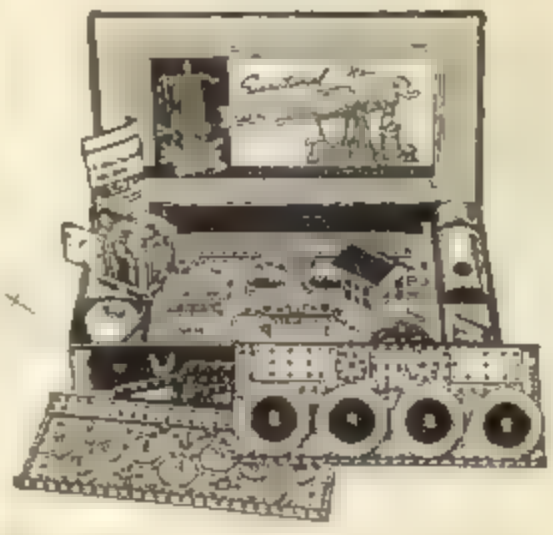
**No. 4½**—Erector Set ..... Each $6.95
One in a Box, Six in a Carton.



**Has 110-Volt A.C. Induction Motor**

Induction motored electric engine with gears, pinions, pulleys, etc. Operates on 110 volts, A. C. only. Builds windmill pump, airplane beacon, pile driver, etc. Includes miniature house for bridge tender, ticket seller, watchman, etc. How-to-Make-'Em Book. Packed in metal cabinet. Size 16¼x8¼x3 in

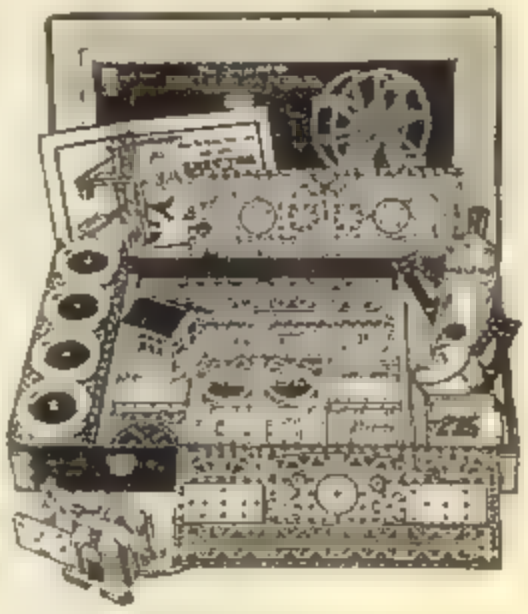
**No 6½A**—Erector Set ..... Each $10 95
One in a Box, Six in a Carton



**Electric Engine Set**

The engineer's set. Builds the walking beam engine. Electric engine with gear shift operates two movements, each of which can be independently stopped, started or reversed. Builds all types of steam engines, trucks, derricks, etc. Includes boiler, large wheels, base plates, gears, pinions, etc. "How-to-Make-'Em Book. Packed in metal cabinet. 18⅛" x10⅛x2⅞ in

**No. 7½**—Erector Set ..... Each $15.00
One in a Box, Three in a Carton



**The Engineers' Set**

The all-electric set. Builds the Bascule bridge and ferris wheel. Has whistle, 110 volt reversing electric engine, lifting magnet. Builds bridges, oil drilling rig, magnetic cranes, derricks, etc. Includes lights, miniature house, increased number of base plates, girders, etc. How-to-Make-'Em" Book. Packed in metal cabinet. Size 20¼x12¼x2¾ in.

**No. 8½**—Erector Set ..... Each $19.95
One in a Box, Three in a Carton

there's MUSIC in the air

the lively music of GONG BELL
Toys that ring better than ever more diversified
and more salable the favorite line since 1866
in stores where QUALITY and TURNOVER count

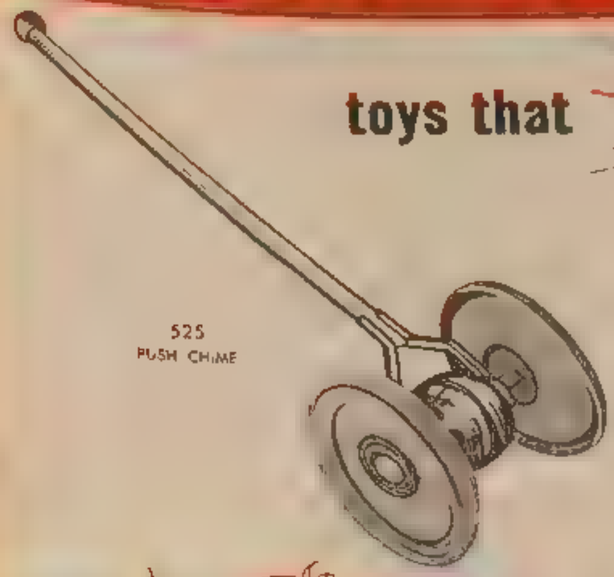
# GONG BELL

toys that **RING**

MARCH, 1949—PLAYTHINGS

# GONG BELL

toys that **RING** when you *Push Pull Dial Ride* them



525
PUSH CHIME

242 HORSE CHIME

819 — RAINBOW HOBBY CHIME

303 — ROCKING HORSE

the GONG BELL Manufacturing Co.,
200 Fifth Avenue New York 10, N. Y.
WALTER H. RHONE JOHN F. McCONNOR FANNIE FRIED
Export Sales Agent GUITERMAN CO. 35 South William Street New York City

1949

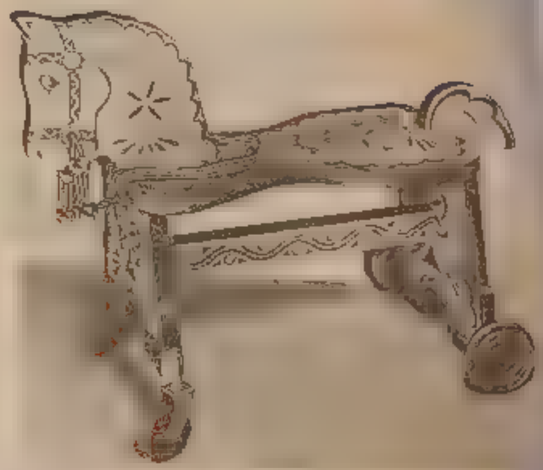
# GONG BELL

## toys that RING

852 — BELL TOY

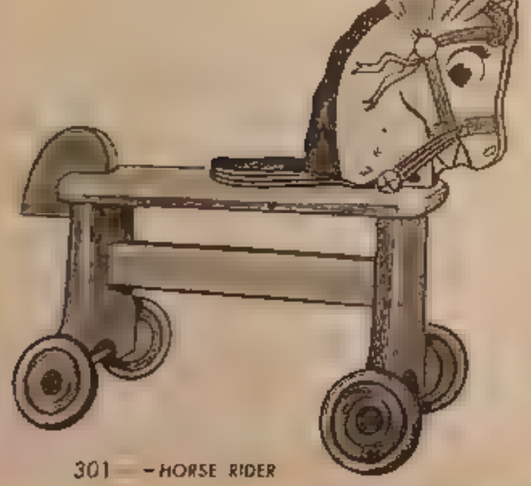
900 — SINGLE WAGON

45 — NOVELTY PUSH CHIME



302 — PALOMINO HORSE RIDER

854 — MAJOR BELL TOY



301 — HORSE RIDER

36 HOBBY CHIME

853 — DING DONG DOGGIES

the GONG BELL Manufacturing Co.
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See the latest innovations in Gong Bell Toys . . . they are ACTION toys all the way, with the unique **R-I-N-G-I-N-G** feature that has always made this line stand out.

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# IDEAL NOVELTY & TOY CO.

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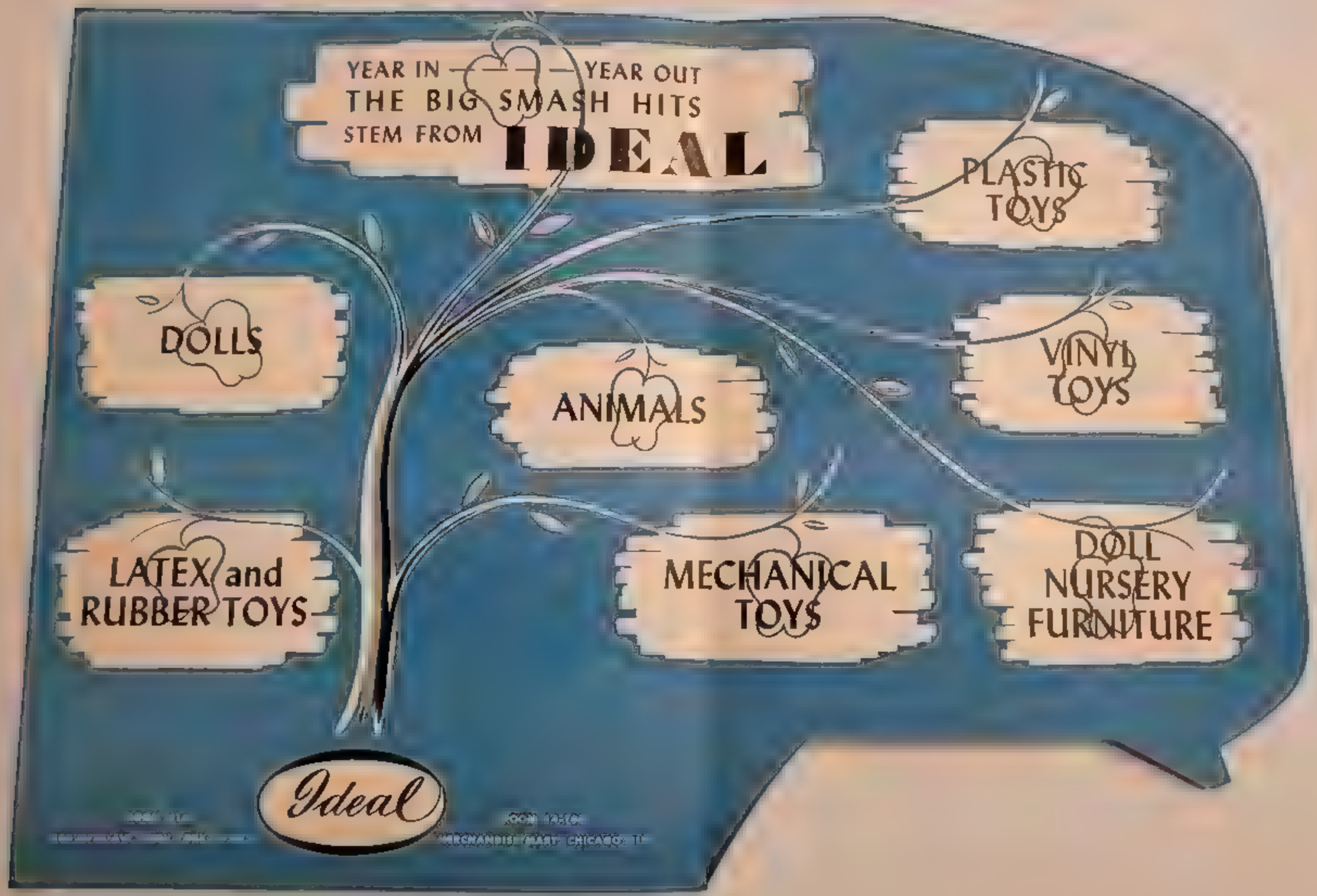
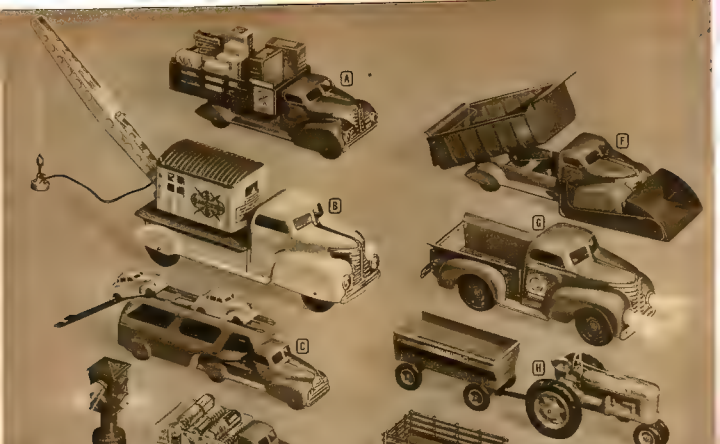
ROOM 416

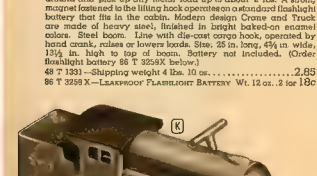

YEAR IN — — — YEAR OUT
THE BIG SMASH HITS
STEM FROM IDEAL
PLASTIC TOYS
DOLLS
ANIMALS
VINYL TOYS
LATEX and RUBBER TOYS
MECHANICAL TOYS
DOLL NURSERY FURNITURE
Ideal




# Sturdy Steel Push and Pull Toys with

**A** GROCERY DELIVERY TRUCK. Large stake type body, modern design truck cab. Dummy headlights and shiny radiator grill Steel body, metal wheels. Finished in bright baked on enamel. Measures 13⅞ inches long overall. Filled with an assortment of miniature cartons of well-known brand products
46 T 1226 Shipping weight 2 lbs. ..... 89c

**B** MAGNETIC CRANE AND TRUCK. Really picks up metal just like cranes used on construction jobs. Swing the revolving cabin around and pick up any metal load up to about 2 lbs. A strong magnet fastened to the lifting hook operates on extra-sized flashlight battery that fits in the cabin. Modern design Crane and Truck are made of heavy steel, finished in bright baked-on enamel colors. Steel boom. Line with die-cast cargo hook, operated by hand crank, raises or lowers loads. Size: 25 in. long, 4¾ in wide, 13½ in. high to top of boom. Battery not included. (Order flashlight battery 86 T 3259X below.)
48 T 1391—Shipping weight 4 lbs. 10 oz. ..... 2.85
86 T 3259 X—LEAKPROOF FLASHLIGHT BATTERY Wt. 12 oz.. 2 for 18c




3.98

**C** STEEL AUTO TRANSPORT. A streamlined version of modern auto transports. Sturdily constructed of heavy-gauge steel, finished in bright baked enamel colors. Bright shiny radiator, grille, bumper and dummy headlights. Wood wheels. Double deck trailer. Complete with metal ramps and two plastic sedans, 3⅞ in long.
48 T 1288 -13¾ in. long overall. Shipping weight 1 lb. 12 oz. ..... 94c

**D** TRAFFIC LITE. Plastic traffic signal powered by standard flashlight battery. Switch controls bulbs operating lenses showing red or green in four directions.
48 T 1285—(Battery not included—see 86 T 3259X at left.) 8 in. high. Ship. wt. 1 lb 94c

**E** CANDY TRUCK. Filled with 10 pkgs. assorted Curtiss candies. Sturdy plastic body in bright colors, clear plastic dumping body. Easy rolling rubber tires.
48 T 1281 9 inches long, 3½ inches wide. Shipping weight 1 lb. 4 oz. ..... 83c

**F** LOAD AND DUMP TRUCK. Front scoop loader deposits load in spacious overhead dump body Spring lever automatically dumps load when released. Swinging tailgate. Made of heavy-gauge steel with baked enamel finish in contrasting colors. Steel wheels, shiny radiator, dummy headlights and bumper.
48 T 1290—17½ in. long overall. Ship. wt. 3 lbs. 8 oz. ..... 1.47

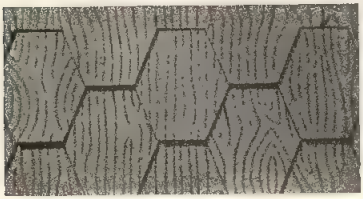
**G** PICK-UP TRUCK WITH LIGHTS. Heavy-gauge steel body equipped with drop tailgate. Has shiny grille, radiator, front and rear bumpers. Truck equipped with real headlights operated from standard single cell battery. 14 in. long overall
48 T 1287—(Battery not included. See 86 T 3259X at left.) Ship. wt. 2 lbs. 12 oz. . 1.89

**H** RED PLASTIC TRACTOR AND TRAILER. Accurately detailed scale models of International Harvester farm equipment. Oversize black rubber tires. Front wheels steer on Trailer. Tractor hitches to trailer with caliber pin. Made of plastic
48 W 1353—Tractor only. 8 in. long Shipping weight 1 lb. .... ..... 1.39
48 W 1356—Trailer only. 10 in long. Shipping weight 12 oz . .. .... 1.25
48 W 1357—Tractor and Trailer. Shipping weight 1 lb. 8 oz. .. .... 2.39

**J** WAGON DRAWN BY TWO HORSES. A team of realistic spirited horses of lithographed steel attached to each side of wagon tongue. Wagon is of sturdy plastic. Axles and tongue are steel Front wheels mounted on swivel. Stake sides are removable
48 T 1282—12½ in. long. 3¼ in. wide. Shipping weight 1 lb. ..... 89c

**K** RIDE 'EM LOCOMOTIVE. Streamlined Locomotive with new bullet shaped front. Shiny trim Has crossbar handle for steering. Child can sit on top of cab which serves as seat. Heavy automotive steel, finished in red enamel Rubber tires.
48 T 1395 M—27 in long, 9¼ in. high to top of cab. Ship. wt. 10 lbs. . 3.98

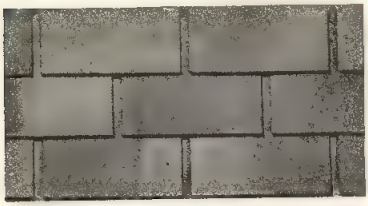
# COLONIAL ROOFING
## The Hardware Dealer Line



### THREE-TAB HEXAGON, TEXTURED SHINGLES

168 lbs. per sq.; size 11⅛x36 in.; head lap 2 in.; 2 bundles to the square; total 86 strips.

| No. | Per Square |
|---|---|
| E1020B4 —Cool Blend, (a green blend) | $10.00 |
| E1020B8 —Warm Blend, (a red blend) | 10.00 |
| E1020B13—Blue Mix | 10.00 |



### 12 INCH THICKBUTT, PLAIN, 3 IN 1 SHINGLES

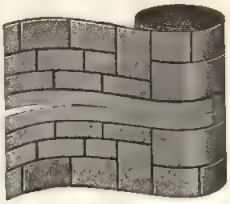
215 lbs. per square; size 12x36 in.; headlap 2 in.; 5 in. to weather; 3 bundles to a square; total 80 strips.

| No. | Per Square |
|---|---|
| E1020C2—Pine Green | $12.65 |
| E1020C6—Ruby Red | 12.65 |

### 12 INCH THICKBUTT, TEXTURED, 3 IN 1 SHINGLES

210 lbs. per square; size 12x36 in.; headlap 2 in.; 5 in. to weather; 3 bundles to square; total 80 strips.

| No. | Per Square |
|---|---|
| E1020D7 —Cool Blend, (a green blend) | $12.65 |
| E1020D8 —Warm Blend, (a red blend) | 12.65 |
| E1020D11—Oxford Blend, (a grey blend) | 12.65 |
| E1020D13—Blue Mix | 12.65 |



Produces the appearance of real stone. Heavy asphalt base, with embossed surface of crushed brick granules; black mortar line; width roll 42 in.; slit in center; two 21 in. strips with 2 in. selvage edge, length of roll 43 feet; covers 100 square ft. of wall.

For underlayment use black sheathing board. Wt. 105 lbs. a roll.

Per Roll
No. E1020V11—Stone Roll Siding; graystone blend ..... $7.35

### BLACK ASPHALT BACKING BOARD

A rigid ⅛ in. thick, hard, black board. Made of 2 layers of asphalt felt, with a center layer of asphalt; a backing board for brick roll siding; sheets 36x36⅛ in.; 10 sheets in a bundle make 100 square ft.; weight bundle, 56 lbs.

Per Square
No. E1020X—Backing Board ..... $6.25

### STONE ROLL CORNERS

Per Carton
No. E1020VB11—Stone Roll Corners; graystone blend; size 2½x2½ x30½ in.; 20 pieces, 51 lin. ft. in ctn.; wt. ctn. 40 lbs. ..... $14.40

### COLONIAL BRICK ROLL SIDING

Produces the appearance of real brick; made of heavy asphalt felt base, with embossed surface of crushed brick granules, black mortar line, width roll 42 in.; slit in center; two strips 21 in. wide with 2 inch selvage edge; length of roll 43 feet; covers 100 square feet of wall.

For underlayment use asphalt backing board; for nailing use No. E1020W Black nails; weight 105 lbs. per roll.

Per Roll
No. E1020E16—Buff Blend ..... $6.70

### COLONIAL BRICK ROLL CORNERS

Size 2½x2½x30½ inches; 20 pieces in a carton; total 51 lineal feet.

Per Carton
No. E1020TA16—Brick Roll Corners; buff blend; weight carton 40 lbs. ..... $14.65

### COLONIAL BRICK ROLL SOLDIER COURSE

For use as a base or first row and for over windows and doors; each strip 10 in. wide; packed 4 strips to a roll, 40 in. wide, length 36 ft.; enough to cover 100 sq. ft.

Per Roll
No. E1020TB16—Soldier Course; buff blend; wt. roll, 105 lbs. ..... $6.20

### BLACK PAINTED NAILS FOR BRICK SIDING

| Nos. | Per Pound |
|---|---|
| E1020W1½—Nails; length 1⅛ in. | $0.24 |
| E1020W1¾—Nails; length 1¾ in. | .24 |
| E1020W2 —Nails; length 2 in. | .24 |
| E1020W2½—Nails; length 2½ in. | .24 |

Freight, Fourth Class

# *The Hardware* **COLONIAL** *Dealers Line*

## ROLL ROOFING

**Mica Coated Roofing**

Colonial smooth mica surface roofing; made with a heavy felt base saturated and coated with refined asphalt; finished with a mica surface.

36 in. wide, 108 sq. yds. in roll, complete with nails and cement.

| | Per Roll |
|---|---|
| No. E1021B2—Roofing; 45-lb. | $3.10 |
| No. E1021B3—Roofing; 55-lb. | 3.84 |
| No. E1021B4—Roofing; 65-lb. | 4.40 |

## ROLL ROOFING

**Slate Surface Roofing**

Mineral surface roofing, made with a 2-inch selvage edge, making possible a close, well cemented joint. The mineral surface is fire resisting and the red and green are bright, permanent colors. Carries Underwriters' Class C label.

36 in. wide, 108 sq. ft. per roll, complete with nails and cement.

| | Per Roll |
|---|---|
| No. E1021D2—Pine Green; 90-lb | $5.00 |
| No. E1021D6—Tile Red; 90-lb. | 5.00 |

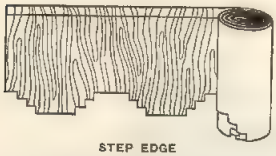
## STARTING ROLL ROOFING

Narrow slate roll starting strip for all shingles, also for ridges and valleys; 36 ft. long; weight roll 21 lbs.

**9 IN. WIDE**

| Nos. | Per Roll |
|---|---|
| E1021M2 —Pine Green | $1.30 |
| E1021M6 —Ruby Red | 1.30 |
| E1021M7 —Cool Blend, (a green blend) | 1.30 |
| E1021M8 —Warm Blend, (a red blend) | 1.30 |
| E1021M10—Opal Blend, (a blue blend) | 1.30 |
| E1021M11—Oxford Blend, (a grey blend) | 1.30 |

## SPLIT ROLL ROOFING



**STEP EDGE**

**For Re-Roofing Over an Old Roof**

18-inch Step Edge, plain roll roofing; 1 sq. in a roll; lay with 2in. head lap, directions inside the roll; packed in a 36-in. roll without nails.

**Nailing**—Use 1¼-inch large head galvanized roofing nails, 1½ lbs. to the sq.; weight 105 lbs. per roll.

| | Per Sq. |
|---|---|
| No. E1021L7—Cool Blend, (a green blend) | $5.40 |
| No. E1021L8—Warm Blend, (a red blend) | 5.40 |
| No. E1021L10—Opal Blend, (a blue blend) | 5.40 |

## RED ROSIN SHEATHING

A light red calendered surface building paper for use between floors and walls and for lining temporary buildings.

36 in. wide; 500 sq. ft. rolls.

| | Per Roll |
|---|---|
| No. E1026W1—20-lb. | $2.10 |
| No. E1026W2—25-lb. | 2.70 |
| No. E1026W3—30-lb. | 3.15 |

## BLUE PLASTER BOARD

A bright blue calendered surface, 3/8 in. thick, for lining temporary buildings, cottages, etc.

| | Per Roll |
|---|---|
| No. E1026R1—30-lb.; 250-ft. roll | $3.84 |
| No. E1026R2 60-lb.; 500-ft. roll | 3.55 |

## ASPHALT FELT

A rag felt base, saturated with asphalt; used as a sheathing paper and for built-up roofing.

**36 Inches Wide**

| Nos. | Weight, Lbs. | Square Ft. in Roll | Weight Roll, Lbs. | Per Roll |
|---|---|---|---|---|
| E1026B2 | 15 | 216 | 30 | $2.70 |
| E1026B4 | 15 | 432 | 60 | 5.15 |
| E1026B5 | 30 | 216 | 60 | 5.15 |

## SLATERS FELT

Asphalt saturated; light weight, felt base building paper

| | Per Roll |
|---|---|
| No. E1026E—Slaters Felt; 250 sq. ft. roll; weight roll 15 lbs. | $1.80 |

## DEADENING FELT
### OR CARPET LINING

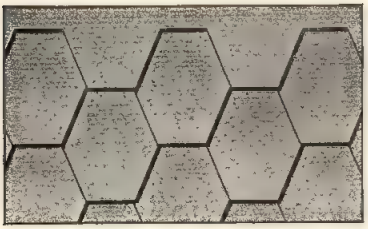
A heavy, soft gray color felt, for sound deadening and insulation between walls and floors. Also used under carpets.

36 in. wide, 50 lin. yd. rolls.

| | Per Roll |
|---|---|
| No. E1026P —¾ lb. to square yard; 38-lb. roll | $4 70 |
| No. E1026P1—1 lb. to square yard; 50-lb. rolls | 6.15 |
| No. E1026P2—1¼ lbs. to square yard; 75-lb. rolls | 9.40 |

# "NELSON" ASPHALT SHINGLES

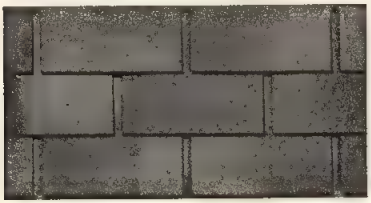
Freight, Fourth Class



THREE TAB HEXAGON, PLAIN

168 lb. per sq.; size 11⅛x36 in.; head lap 2 in.; 2 bundles to a square; total 86 strips.
**Nailing**—Uses 4 nails to each strip; directions in bundle.
**For New Work**—2 lbs. 1 inch large head galvanized roofing nails.
**Over Old Shingles**—2½ lbs. 1½ inch large head galvanized roofing nails.

| | Per Square |
|---|---|
| No. E1022A2—Pine Green | $9.10 |
| No. E1022A6—Ruby Red | 9 10 |

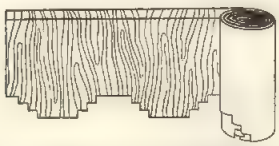


12 INCH THICKTAB, PLAIN, 3 IN 1 SHINGLES

210 lb. per sq.; size 12x36 in.; head lap 2 in.; 5 in. to the weather; 3 bundles to a square; total 80 strips.
**Nailing**—Uses 4 nails to each strip; directions in bundle
**For New Work**—2 lbs. 1 inch large head galvanized roofing nails.
**Over Old Shingles**—2½ lbs. 1½ inch large head galvanized roofing nails.

| | Per Square |
|---|---|
| No. E1022C2—Pine Green | $11.50 |
| No. E1022C6—Ruby Red | 11.50 |

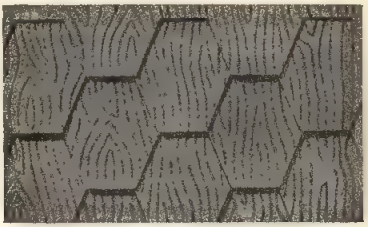
## SPLIT ROLL ROOFING



Step Edge for Re-Roofing Old Roofs

18 in. Step Edge plain roll roofing, 1 square in a roll; lay with 2 inch head lap; directions inside of roll; packed in a 36 inch roll without nails. **Nailing**—Uses 1½ inch inch large head galvanized roofing nails; 1½ lbs. to a square; weight 105 lbs. per roll

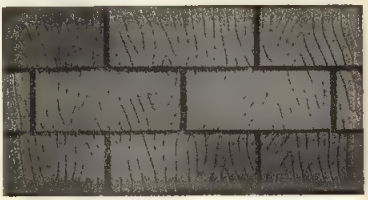
| | Per Roll |
|---|---|
| No. E1022L7 —Cool Blend, (a green blend) | $5.26 |
| No. E1022L8 —Warm Blend, (a red blend) | 5.26 |
| No. E1022L13—Blue Mix | 5.26 |



THREE TAB HEXAGON, RIBBED

168 lb. per sq.; size 11⅛x36 in.; head lap 2 in.; 2 bundles to a square; total 86 strips.
**Nailing** Uses 4 nails to each strip; directions in bundle.
**For New Work**—2 lbs. 1 inch large head galvanized roofing nails.
**Over Old Shingles**—2½ lbs. 1½ inch large head galvanized roofing nails.

| | Per Square |
|---|---|
| No. E1022B7 —Cool Blend, (a green blend) | $9.10 |
| No. E1022B8 —Warm Blend, (a red blend) | 9.10 |
| No. E1022B13—Blue Mix | 9.10 |



12 INCH, THICKTAB, RIBBED, 3 IN 1 SHINGLES

210 lb. per sq.; size 12x36 in.; head lap 2 in.; 5 in. to weather; 3 bundles to a square; total 80 strips.
**Nailing**—Uses 4 nails to each strip; directions in bundle.
**For New Work**—2 lbs. 1 inch large head galvanized roofing nails.
**Over Old Shingles**—2½ lbs. 1½ inch large head galvanized roofing nails.

| | Per Square |
|---|---|
| No. E1022D7 —Cool Blend, (a green blend)) | $11.50 |
| No. E1022D8 —Warm Blend, ( a red blend) | 11.50 |
| No. E1022D11—Oxford Blend, (a grey blend) | 11.50 |
| No. E1022D13—Blue Mix | 11.50 |

## NARROW SLATE ROLL ROOFING

**Starter Strip**

For starting strip, ridge and valleys; mineral slate roofing, same as 90 lb. slate, cut in 9 and 13 in strips; packed without nails.

**9 inch Wide; 36 ft. Long; Weight Roll 22 Lbs.**

| | Per Roll |
|---|---|
| No. E1022M2 —Pine Green | $1.30 |
| No. E1022M6 —Ruby Red | 1.30 |
| No. E1022M7 —Cool Blend, (a green blend) | 1.30 |
| No. E1022M8 —Warm Blend, (a red blend) | 1.30 |
| No. E1022M10—Opal Blend, (a blue blend) | 1.30 |
| No. E1022M11—Oxford Blend, (a grey blend) | 1.30 |

**18 inch Wide; 36 ft. Long; Weight Roll 44 Lbs.**

| | Per Roll |
|---|---|
| No. E1022P2 —Pine Green | $2.50 |
| No. E1022P6 —Ruby Red | 2.50 |
| No. E1022P7 —Cool Blend, (a green blend) | 2.50 |
| No. E1022P8 —Warm Blend, (a red blend) | 2 50 |
| No. E1022P10—Opal Blend, (a blue blend) | 2.50 |
| No. E1022P11—Oxford Blend, (a grey blend) | 2.50 |

Freight, Fourth Class

# "NELSON" ROOFING and SIDING

## ASPHALT SIDING

### BRICK ROLL SIDING

Produces the appearance of real brick. Heavy asphalt base, with embossed surface of crushed brick granules, black mortar line; width roll 42 in.; slit in center, two 21 in. strips with 2 in. selvage edge; length of roll 43 ft.; covers 100 square ft. of wall. For underlayment use black sheathing board. Weight 105 lbs. per roll.

Per Roll

No. E1023T16—Buff Blend ..... $6.75

### BRICK ROLL SOLDIER COURSE

For use as a base on first row and for over windows and doors; each strip is 10 in. wide packed 4 strips to roll, 40 in. wide; length 36 ft.; enough to cover 100 sq. ft.

Per Roll

No. E1023TA16—Buff Blend . . $6 75

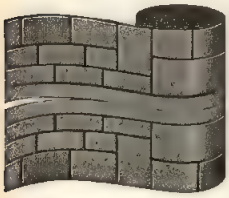
### BRICK ROLL CORNERS

Size 2½x2½x30½ inches; 20 pieces in a carton, 51 lineal feet; weight carton 40 lbs.

Per Carton

No. E1023TB16—Buff Blend ..... $13.25

## STONE ROLL SIDING



Produces the appearance of real stone. Heavy asphalt base, with embossed surface of crushed brick granules black mortar line; width roll 42 in.; slit in center; two 21 in. strips with 2 in. selvage edge; length of roll 43 feet; covers 100 sq. ft. of wall.

For underlayment use black sheathing board. Wt. 105 lbs a roll.

Per Roll

No. E1023V11—Graystone Blend .. . $6.75

## STONE ROLL CORNERS

Size 2½x2½x30½ in.; 20 pieces; 51 lineal feet in carton.

Per Carton

No. E1023VB11—Graystone Blend ..... $13.25

## BLACK PAINTED NAILS FOR BRICK SIDING

| Nails, Nos. ..... | E1020W1½ | E1020W1¾ | E1020W2 | E1020W2½ |
|---|---|---|---|---|
| Length, In. ..... | 1½ | 1¾ | 2 | 2½ |
| Per Pound . ..... | $0.24 | .24 | .24 | .24 |

## WAVY EDGE RIBBED ASPHALT SIDING

Size 10x32 in.; 50 pieces to a square, 1 sq. in a bundle, face nails and joint strips included; wt. bundle 110 lbs.

Per Square

No. E1023F—White ..... $7.20

## ROLL ROOFING

### VIKING

A first quality smooth roofing; made on a heavy first quality felt base; saturated and coated with refined asphalt and coated with mica; 36 in. wide; 108 sq. ft. in a roll, with nails and cement.

Per Roll

No. E1023B2—45-lb Medium weight..... $3.30

### MASTER

Highest grade smooth roofing; meets Government and railroad specifications and carries Underwriters' Class "C" label; smooth surface; mica coated; 36 in. wide; 108 sq. feet in a roll, with nails and cement.

Per Roll

No. E1023B3—55-lb. Heavy weight . . ...$3.85
No. E1023B4 65-lb. Extra Heavy weight. .... .. 4 40

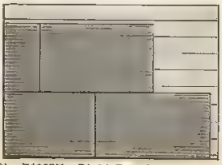
### 90 LB. SLATE ROLL ROOFING

Mineral surface roll roofing; made with a 2 inch selvage edge which makes possible a well cemented lap; the mineral surface is fire resisting; the green and red colors are permanent; carries Underwriters' Class "C" label, width 36 in.; 108 sq. ft. in a roll, with nails and cement.

Per Roll

No. E1023D2—Pine Green .. . .. $5.00
No. E1023D6—Ruby Red . . . . . 5 00

## ASPHALT BACKING BOARD



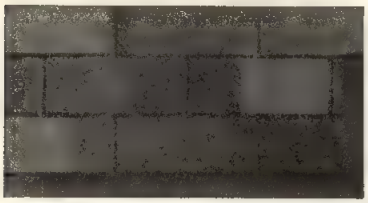
A rigid ⅛ in. thick hard black board; made of 2 layers of asphalt felt, with a center layer of asphalt; a backing board for all asbestos and asphalt siding; sheets 36x36½ in.; 10 sheets in a bundle, make 100 sq. feet; weight 56 lbs. per square.

Per Square

No. E1020X—Rigid Board ..... $5.65

# FLINTKOTE ROOFING

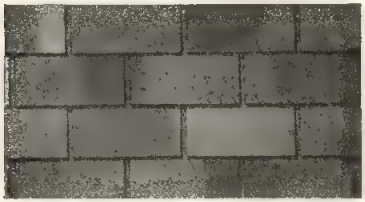
Freight, Fourth Class



## GIANT 12 INCH TAPERED SHINGLES

Tapered like a wood shingle, the finest asphalt shingle; plain surface. 275 lbs. per square; size 12x36 in.; headlap 2 in.; lay 5 inches to weather; three bundles to a square; total 80 strips.
Nailing—Use 4 nails to each strip; directions in bundle; use large head galvanized roofing nails. **For New Work**—2 lbs. 1 inch nails. **Over Old Shingles**—2½ lbs. 1½ inch nails to a square.

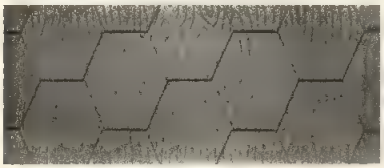
| Shingles, Nos. | Description | Per Square |
|---|---|---|
| E1024F7 | —H. B Green Blend | $15.00 |
| E1024F8 | —Redtone Blend | 15 00 |
| E1024F11 | H. B. Gray Blend | 15.00 |
| E1024F12 | Bluetone Blend | 15.00 |
| E1024F13 | H B Brown Blend | 15 00 |



## BABY 10 INCH TAPERED SHINGLES

Tapered like a wood shingle. The finest small pattern shingle Lays 4 inches to the weather. Plain surface. 250 lbs. per square size 10x38 inches; headlap 2 inches; lay 4 inches to weather; 3 bundles to square, total 100 strips.
Nailing—Use 4 nails to each strip; directions in bundle; use large head galvanized roofing nails. **For New Work**—2 lbs. 1 inch nails; **Over Old Shingles**—2½ lbs. 1½ inch nails to a square.

| Shingles, Nos. | Description | Per Square |
|---|---|---|
| E1024J7 | —H. B. Green Blend | $14.00 |
| E1024J8 | —Redtone Blend | 14.00 |
| E1024J11 | —H. B Gray Blend | 14 00 |
| E1024J12 | —Bluetone Blend | 14.00 |
| E1024J13 | H B Brown Blend | 14.00 |



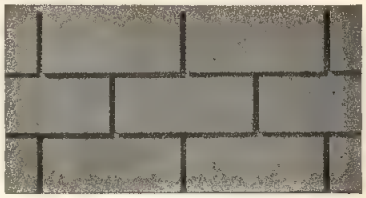
## THREE TAB HEXAGON SHINGLES

### Cedartex Ribbed

167 Lbs. per square; size 11½x36 in.; headlap 2 in.; packed 2 bundles to square, total 86 strips.
Nailing—Use 4 nails to each strip; directions in bundles; use large head galvanized roofing nails.

For New Work—2 lbs. 1 in. nails.
Over Old Shingles—2½ lbs. 1½ in. nails

| Shingles, Nos. | Description | Per Square |
|---|---|---|
| E1024B7 | —Green Tone | $9.10 |
| E1024B8 | —Red Tone | 9.10 |
| E1024B13 | —Blue Tone | 9.10 |



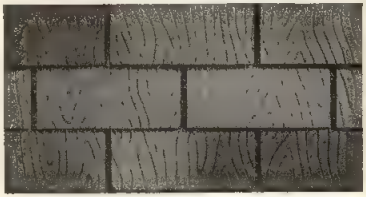
## THICKBUTT 3 In 1 SHINGLES

### Plain Surface

210 Lb. per square; size 12x36 in.; headlap 2 in.; lay 5 in. to weather; 2 bundles to square; total 80 strips.
Nailing—Use 4 nails to each strip; directions in bundle; use large head galvanized roofing nails.

For New Work—2 lb. 1 in nails
Over Old Shingles—2½ lb 1½ in. nails.

| Shingles, Nos. | Description | Per Square |
|---|---|---|
| E1024C2 | —Clover Green | $11.50 |
| E1024C7 | —Mottled Green | 11 50 |
| E1024C8 | —Mottled Red | 11.50 |
| E1024C12 | Mottled Brown | 11.50 |
| E1024C13 | Mottled Blue | 11.50 |
| E1024C3 | —Blue Black | 11 50 |



## THICKBUTT 3 In 1 SHINGLES

### Cedartex Ribbed

210 Lbs. per square, size 12x36 in.; headlap 2 in.; lay 5 in. to weather, 2 bundles to square, total 80 strips.
Nailing—Use 4 nails to each strip; directions in bundle, use large head galvanized roofing nails.

For New Work—2 lb. 1 in. nails.
Over Old Shingles—2½ lb 1½ in. nails.

| Shingles, Nos. | Description | Per Square |
|---|---|---|
| E1024D7 | —Mottled Green | $11.50 |
| E1024D8 | Mottled Red | 11.50 |
| E1024D11 | —Mottled Gray | 11.50 |
| E1024D12 | —Mottled Brown | 11.50 |
| E1024D13 | —Mottled Blue | 11.50 |

## STARTER ROLLS

Used as the first course when laying shingles; also can be used for gutters and ridges; made 9 in. and 18 in. wide, 36 feet long.

Starter Roll

| Nos. | Description | Per Roll |
|---|---|---|
| E1024L7 | 9 in. wide; Green Blend, 22 lbs. | $1.30 |
| E1024L8 | 9 in. wide; Red Blend, 22 lbs. | 1.30 |
| E1024L11 | 9 in. wide; Gray Blend, 22 lbs. | 1.30 |
| E1024L12 | —9 in. wide; Brown Blend, 22 lbs. | 1.30 |
| E1024L13 | 9 in. wide; Blue Blend, 22 lbs. | 1.30 |
| E1024M7 | —18 in. wide; Green Blend, 44 lbs. | 2.50 |
| E1024M8 | —18 in. wide; Red Blend, 44 lbs. | 2.50 |
| E1024M11 | —18 in. wide, Gray Blend, 44 lbs. | 2.50 |
| E1024M12 | 18 in. wide; Brown Blend, 44 lbs | 2.50 |
| E1024M13 | 18 in. wide; Blue Blend, 44 lbs. | 2.50 |

## ASPHALT SIDING

**EMBOSSED BRICK ROLL SIDING**

Gives the appearance of red brick or stone. Made of heavy base Felt Asphalt saturated and coated with granules, then embossed to show a black mortar line. Put up in 42 in. wide rolls of 2 strips 21 in. wide with 2 in. selvage edge, length of roll 42 ft.; covers 100 sq ft For under layment use black back up board.

**Brick Roll**

| | Per Roll |
|---|---|
| No. E1025T16—Russet; weight roll 105 lbs. | $6.75 |

**Brick Roll Soldier Course**

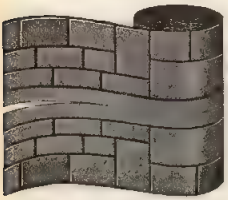
| | Per Roll |
|---|---|
| No. E1025TA16—Russett; weight roll, 105 lbs. | $6.75 |

**Brick Roll Corners**

30¼ in. long; 2½ in. lap outside, 20 pieces in box; wt. 34 lbs.

| | Per Carton |
|---|---|
| No. E1025TB16—Russett, weight carton, 34 lbs. | $13 95 |

## STONE ROLL SIDING



Produces the appearance of real stone Heavy asphalt base, with embossed surface of crushed brick granules; black mortar line; width roll 42 in.; slit in center; two 21 in. strips with 2 in. selvage edge; length of roll 42 ft.; covers 100 square ft. of wall

For underlayment use black asphalt backing board. Wt. 105 lbs.

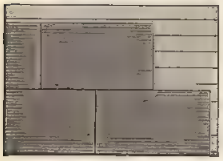
**Stone Roll**

| | Per Roll |
|---|---|
| No. E1025V Graystone; weight roll, 105 lbs. | $6.75 |

**Stone Roll Corners**

| | Per Carton |
|---|---|
| No. E1025VB—Graystone; weight carton, 34 lbs. | $13.55 |

## ASPHALT BACKING BOARD



A rigid ⅛ inch thick hard black board; made of 2 layers of asphalt felt, with a center layer of asphalt; a backing board for all asbestos and asphalt siding; sheets 36x36½ in.; 10 sheets in a bundle, make 100 sq. ft.; weight 56 lbs. per square.

| | Per Square |
|---|---|
| No. E1020X—Rigid Board | $5.65 |

## BLACK NAILS FOR BRICK SIDING

| Nos. | Per Pound |
|---|---|
| E1024W1½—Nails; 1½ in. black painted | $0.24 |
| E1024W1¾—Nails; 1¾ in. black painted | .24 |
| E1024W2 —Nails; 2 in. black painted | .24 |
| E1024W2½—Nails; 2½ in. black painted | .24 |

**SHADOW POINT SPLIT ROLL ROOFING**

**For Reroofing Old Roofs—Cedartex Ribbed**

18 in. wide; 2 pieces in 36 in. wide roll making 1 square; directions to apply in rolls. Weight square, 105 lbs.

**Nailing** Use 1½ lbs. 1½ inch large head galvanized roofing nails.

| | Per Roll |
|---|---|
| No. E1025F7 —Green tone | $6.00 |
| No. E1025F8 —Red tone | 6.00 |
| No. E1025F13—Blue tone | 6.00 |

## FLINTKOTE SMOOTH ROOFING

First quality; made of heavy base felt, saturated and coated with refined asphalt; furnished with a fine coat of mica; 36 inches wide; 108 square feet in roll with nails and cement

| Nos. | Per Roll |
|---|---|
| E1025J2—Roofing; 45 lb. medium weight | $2 85 |
| E1025J3—Roofing; 55 lb. heavy weight | 3.56 |
| E1025J4—Roofing; 65 lb. Ex. heavy weight | 4.06 |

## FLINTKOTE MINERAL SURFACE ROOFING

Mineral surface roll roofing, with 2 inch selvage edge; first quality; made from a heavy base felt, saturated and coated with refined asphalt; 36 inches wide; 108 square feet in roll; weight 90 lbs.; complete with nails and cement.

| Nos. | Per Roll |
|---|---|
| E1025K2—Roofing; clover green | $4.40 |
| E1025K6—Roofing; tile red | 4.40 |

## FLINTKOTE MINERAL SURFACE ROOFING

**BARE ROOFING—WITHOUT NAILS OR CEMENT**

First quality, made from a heavy base felt, saturated and coated with refined asphalt; 36 inches wide; 108 square feet in roll; weight roll, 90 lbs.

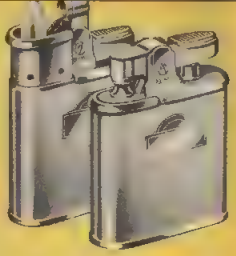
| Nos. | Per Roll |
|---|---|
| E1025H7 —Roofing; green blend | $4.20 |
| E1025H8 —Roofing; red blend | 4 20 |
| E1025H13—Roofing; blue blend | 4.20 |

# RONSON

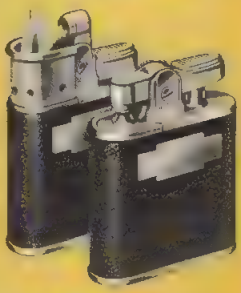
WORLD'S GREATEST LIGHTER®

## RONSON "WHIRLWIND"

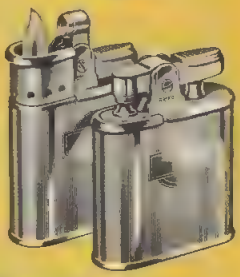
Two-in-one lighter with disappearing windshield. Great outdoors, smart indoors. Large fuel capacity.



**WHIRLWIND**
Butler Finish
No. 16107
List $9.00 Retail $7.[illegible]



**WHIRLWIND**
Genuine Black Leather
No. 16800
List $9.90 Retail $8.25



**WHIRLWIND**
Butler and Polished Finish, Engine-turned
No. 16108
List $9.90 Retail $8.25

## RONSON "BANKER"

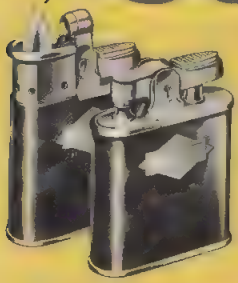
A personal accessory men will trust and treasure. Tall and sleek body holds enough fuel to serve for weeks.

**BANKER**
Butler and Polished Finish, Engine-turned
No. 11119
List $7.88 Retail $6.50

**BANKER**
Engine-turned
No. 11118
List $9.00 Retail $7.50

**BANKER**
Two-tone Tortoise Enamel, Engine-turned
No. 11407
List $9.00 Retail $7.50

Black Enamel, Engine-turned
11408
List $9.00 Retail $7.50

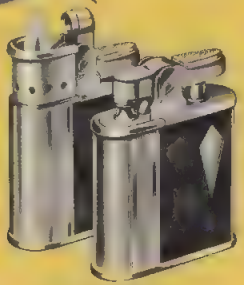


**WHIRLWIND—Tortoise Enamel**

| No. | | List | Retail |
|---|---|---|---|
| 16360 | Whirlwind | $10.20 | $8.50 |

Black Enamel

| | | | |
|---|---|---|---|
| 16361 | Whirlwind . . . | $10.20 | $8.50 |

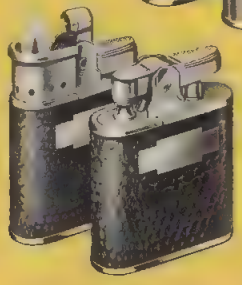


**WHIRLWIND—Tortoise Enamel, Engine-turned**

| No. | | List | Retail |
|---|---|---|---|
| 16366 | Whirlwind ..... | $10.80 | $9.00 |

Black Enamel, Engine-turned

| | | | |
|---|---|---|---|
| 16367 | Whirlwind ..... | $10.80 | $9.00 |



**WHIRLWIND—Genuine Lizard—Brown**

| No. | | List | Retail |
|---|---|---|---|
| 16802 | Whirlwind | $10.80 | $9.00 |

Genuine Baby Alligator—Brown

| | | | |
|---|---|---|---|
| 16806 | Whirlwind ..... | $10.80 | $9.00 |

Genuine Pigskin

| | | | |
|---|---|---|---|
| 16801 | Whirlwind ..... | $10.80 | $9.00 |

*PRESS . . . it's lit . . .*

*RELEASE . . . it's out*

All RONSONs listed (except where otherwise indicated) are in Chromium plate, with polished monogram shield. Attractively boxed. Shown about 4/5 actual size.

RONSON Retail Prices are subject to Fair Trade Laws of all states having such legislation. Prices are subject to change without notice.

RONSON

# RONSON

WORLD'S GREATEST LIGHTER®

## RONSON 'ADONIS'®

Slim as a fine watch . . . Graceful in design . . . A possession to treasure with finest personal jewelry Modern, sweeping lines appeal to both men and women.

**ADONIS—Tortoise Enamel**

| No. | | List | Retail |
|---|---|---|---|
| 18372 | | $15.00 | $12.50 |
| | **Black Enamel** | | |
| 18373 | | $15.00 | $12.50 |

**ADONIS—Engine-turned**

| No. | List | Retail |
|---|---|---|
| 18110 | $12.00 | $10.00 |

**ADONIS—Enamel "Violet" Floral Design**

| No. | List | Retail |
|---|---|---|
| 18375 | $15.00 | $12.50 |

**ADONIS—Genuine Lizard—Brown**

| No. | List | Retail |
|---|---|---|
| 18801 | $15.00 | $12.50 |
| **Genuine Lizard—Green** | | |
| 18803 | $15.00 | $12.50 |
| **Genuine Lizard—Red** | | |
| 18804 | $15.00 | $12.50 |

**ADONIS—Enamel "Forget-me-not" Floral Design**

| No. | List | Retail |
|---|---|---|
| 18374 | $15.00 | $12.50 |

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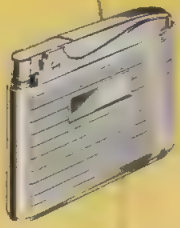

**ADONIS—Sterling Silver, Engine-turned**

| No. | List | Retail |
|---|---|---|
| 18925 | $30.00 | $25.00 |

(plus tax)

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Prices subject to change without notice

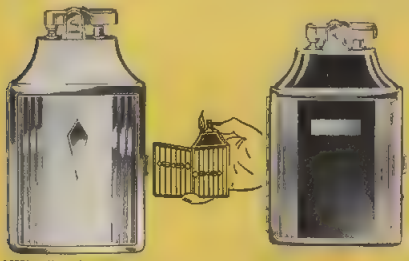
# RONSON

WORLD'S GREATEST LIGHTER

All RONSONs listed (except where otherwise indicated) are in Chromium plate with polished monogram shield. Attractively boxed. Shown about 1/2 actual size.

## RONSON LIGHTER AND CIGARETTE CASE COMBINATIONS

It looks so much better to offer a light with a smart RONSON, and RONSON combinations make it so convenient to offer a sure light and a fresh, firm cigarette.



**MASTERCASE—Holds 14 Cigarettes. Butler and Polished Finish, Engine-turned**

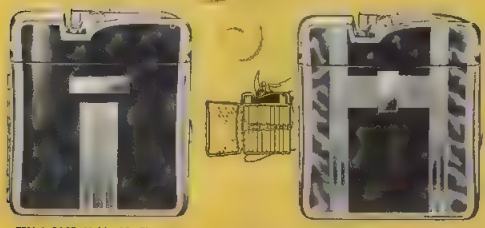
| No. | | List | Retail |
|---|---|---|---|
| 26112 | Mastercase | $12.00 | $10.00 |

**MASTERCASE—Holds 14 Cigarettes. Tortoise Enamel, Engine-turned**

| No. | | List | Retail |
|---|---|---|---|
| 26379 | Mastercase | $15.00 | $12.50 |

**Black Enamel, Engine-turned**

| | | | |
|---|---|---|---|
| 26380 | Mastercase | $15.00 | $12.50 |



**TEN-A-CASE—Holds 10 Cigarettes Tortoise Enamel, Engine-turned**

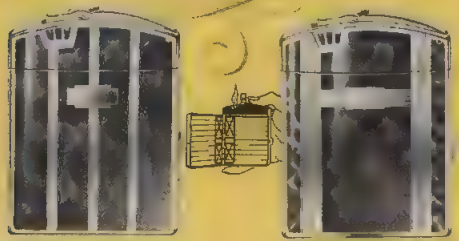
| No | | List | Retail |
|---|---|---|---|
| 33421 | Ten-a-case | $21.00 | $17.50 |

**Black Enamel, Engine-turned**

| | | | |
|---|---|---|---|
| 33422 | Ten-a-case | $21.00 | $17.50 |

**TEN-A-CASE—Holds 10 Cigarettes Two-tone Tortoise Enamel, Engine-turned**

| No | | List | Retail |
|---|---|---|---|
| 33417 | Ten-a-case | $21.00 | $17.50 |



**TWENTYCASE—Holds 20 Cigarettes Tortoise Enamel, Engine turned**

| No. | | List | Retail |
|---|---|---|---|
| 32383 | Twentycase | $24.00 | $20.00 |

**Black Enamel, Engine-turned**

| | | | |
|---|---|---|---|
| 32384 | Twentycase | $24.00 | $20.00 |

**TWENTYCASE—Holds 20 Cigarettes Two-tone Tortoise Enamel, Engine-turned**

| No. | | List | Retail |
|---|---|---|---|
| 32385 | Twentycase | $24.00 | $20.00 |

**Black and White Enamel, Engine-turned**

| | | | |
|---|---|---|---|
| 32386 | Twentycase | $24.00 | $20.00 |

**PAL—Holds 10 Cigarettes Tortoise Enamel, Engine-turned**

| No. | | List | Retail |
|---|---|---|---|
| 47387 | Pal | $13.00 | $12.50 |

**PAL—Holds 10 Cigarettes Two-tone Tortoise Enamel**

| No. | | List | Retail |
|---|---|---|---|
| 47388 | Pal | $15.00 | $12.50 |

## RONSON "TOUCH-TIP" FOR TABLE AND DESK

Just touch tip and it's lit! Its action is simple, sure and amazing. Automatic self-resetting. One fueling lasts for months. The perfect lighter for pipes and cigars, cigarettes too.

**TOUCH-TIP—GRECIAN**

**Black Enamel**

| No | | List | Retail |
|---|---|---|---|
| 46394 | Grecian | $10.20 | $8.50 |

**Tortoise Enamel**

| | | | |
|---|---|---|---|
| 46393 | Grecian | $10.20 | $8.50 |

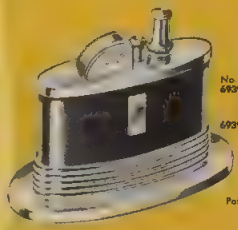
**TOUCH-TIP—OCTETTE**

**Tortoise Enamel**

| No. | | List | Retail |
|---|---|---|---|
| 68390 | Octette | $12.00 | $10.00 |

**Black Enamel**

| | | | |
|---|---|---|---|
| 68391 | Octette | $12.00 | $10.00 |



**TOUCH-TIP—OVAL**

**Ribbed base, Black Enamel body**

| No. | | List | Retail |
|---|---|---|---|
| 69396 | Oval | $16.20 | $13.50 |

**Ribbed base, Tortoise Enamel body**

| | | | |
|---|---|---|---|
| 69395 | Oval | $16.20 | $13.50 |

Patented. Other Pats Pend

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RONSON

# RONSON

WORLD'S GREATEST LIGHTER®

PRESS, it's lit . . RELEASE, it's out

## RONSON *Table and Desk Lighters*

in heavy silver plate

**CROWN—Silver Plate**

| No. | List | Retail |
|---|---|---|
| 30600 Crown . | $13.20 | $11.00 |

(plus tax)

**DIANA—Polished and Butler Silver Plate, Sterling Silver monogram shield**

| No. | List | Retail |
|---|---|---|
| 55601 Diana ..... | $10.20 | $8.50 |

(plus tax)

**QUEEN ANNE—Silver Plate**

| No. | List | Retail |
|---|---|---|
| 56600 Queen Anne | $13.20 | $11.00 |

(plus tax)

### RONSON TABLE LIGHTERS

Table and desk RONSONs are always smart to own, smart to give. In dining room, living room, *any* room in the home, each is always ready with a swift, sure light. RONSON's famous safety-action automatically protects fine furnishings from accidental burns. One fueling lasts for months. In home or office, graceful, silver-plated RONSONs never fail to charm the eye. All ways, they're held in admiration!

**GEORGIAN—Silver Plate**

| No. | List | Retail |
|---|---|---|
| 57600 Georgian | $15.00 | $12.50 |

(plus tax)

**WALDORF—Silver Plate**

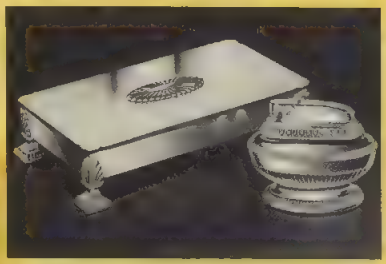
| No. | List | Retail |
|---|---|---|
| 64600 Waldorf . . | $15.00 | $12.50 |

(plus tax)

RONSON Retail prices are subject to the Fair Trade Laws of all states having such legislation Prices subject to change without notice

## TABLE LIGHTER PAIRS

in heavy silver plate



**QUEEN ANNE PAIR—Queen Anne Lighter and Cigarette Box, both in Silver Plate**

| No. | List | Retail |
|---|---|---|
| 56662 Queen Anne Pair ..... | $30.00 | $25.00 |

(plus tax)

**CROWN PAIR—Crown Lighter and Cigarette Box, both in Silver Plate**

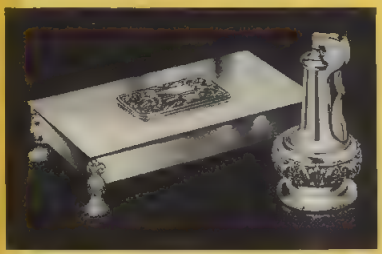
| No. | List | Retail |
|---|---|---|
| 30662 Crown Pair | $30.00 | $25.00 |

(plus tax)

**GEORGIAN PAIR—Georgian Lighter and Cigarette Box, both in Silver Plate**

| No. | List | Retail |
|---|---|---|
| 57662 Georgian Pair ..... | $33.00 | $27.50 |

(plus tax)



**DECANTER PAIR—Decanter Lighter and Cigarette Box, both in Silver Plate**

| No. | List | Retail |
|---|---|---|
| 31662 Decanter Pair . ..... | $36.00 | $30.00 |

(plus tax)

## TABLE LIGHTER SETS

in heavy silver plate

RONSON

WORLD'S GREATEST LIGHTER®

**CROWN SET**—Crown Lighter with matching Cigarette Urn and oval-shaped Tray, all in Silver Plate

| No. | | List | Retail |
|---|---|---|---|
| 30660 | Crown Set | $33.00 | $27.50 |

(plus tax)

**QUEEN ANNE SET**—Queen Anne Lighter, matching Cigarette Urn and oval-shaped Tray, all in Silver Plate

| No. | | List | Retail |
|---|---|---|---|
| 56660 | Queen Anne Set | $33.00 | $27.50 |

(plus tax)

**DECANTER SET**—Decanter Lighter with matching Cigarette Urn and oval-shaped Tray, all in Silver Plate

| No | | List | Retail |
|---|---|---|---|
| 31660 | Decanter Set | $37 80 | $31 50 |

(plus tax)

**WALDORF SET**—Waldorf Lighter with matching Cigarette Urn and oval-shaped Tray, all in Silver Plate

| | | List | Retail |
|---|---|---|---|
| 64660 | Waldorf Set | $42 00 | $35 00 |

(plus tax)

### RONSON TABLE LIGHTER PAIRS

A perfect pair of accessories for convenient and smart smoking service. Appropriate with your finest furnishings. Exquisite RONSON table and desk lighter with matching design motif on large graceful cigarette box.

### RONSON TABLE LIGHTER SETS

These elegant ensembles comprise a famous RONSON table lighter, with matching cigarette urn and oval-shaped tray. Tray sets will harmonize with your smartest dinner table appointments, will adapt to the decorative scheme of any home.

**MAYFAIR**—Silver Plate

| No | | List | Retail |
|---|---|---|---|
| 54600 | Mayfair (per Pair) | $19 80 | $16.50 |

(plus tax)

**DECANTER**—Silver Plate

| No | | List | Retail |
|---|---|---|---|
| 31600 | Decanter | $17 40 | $14.50 |

(plus tax

**NEWPORT**—Silver Plate

| No. | | List | Retail |
|---|---|---|---|
| 51600 | Newport | $10.80 | $9.00 |

(plus tax)

**LEONA**—Silver Plate and Jewel-tone Coral Enamel

| No. | | List | Retail |
|---|---|---|---|
| 58602 | Leona | $12.00 | $10.00 |

(plus tax)

Silver Plate and Jewel-tone Turquoise Enamel

| | | | |
|---|---|---|---|
| 58603 | Leona | $12.00 | $10.00 |

plus tax)

Venetian Bronze Plate and Cocoa Enamel

| | | | |
|---|---|---|---|
| 58978 | Leona | $12.00 | $10.00 |

(no Fed tax)

Gold Plate and Jewel-tone Coral Enamel

| | | | |
|---|---|---|---|
| 58750 | Leona | $15 00 | $12.50 |

(plus tax)

Gold Plate and Jewel-tone Turquoise Enamel

| | | | |
|---|---|---|---|
| 58751 | Leona | $15.00 | $12.50 |

(plus tax)

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Prices subject to change without notice

RONSON

# RONSON® REDSKIN® LIGHTER NECESSITIES

**World's Finest • Most Advertised • In Greatest Demand**

Because the smoking public has learned that RONSON Redskin Lighter Necessities are the finest produced and give the best results, the demand for them is constantly reaching new highs. Gain valuable repeat patronage by having on hand at all times an ample supply of the items illustrated and described on these sheets.
Order them from your RONSON distributor and display them so that you can get an increasing share of valuable store traffic, sales, and customer goodwill.

### RONSON REDSKIN FLINTALL

Display card holds 24 envelopes: Each containing 3 extra-length, genuine RONSON REDSKIN "Flints". Retails at 10c per envelope.

Per card of 24 envelopes

| No. | | List | Retail |
|---|---|---|---|
| 99001 | FLINTALL CARD | $2.88 | $2.40 |

### RONSON REDSKIN "FLINTS"

Uncarded Envelopes
Envelope contains 3 extra-length, genuine RONSON REDSKIN "Flints". Retails at 10c per envelope.

Per gross envelopes

| No. | | List | Retail |
|---|---|---|---|
| 99013 | FLINT ENVELOPES | $17.28 | $14.40 |

### RONSON WICKS

Uncarded Envelopes
Envelope contains 1 genuine RONSON Wick and Inserter. Retails at 10c per envelope

Per gross envelopes

| No. | | List | Retail |
|---|---|---|---|
| 99014 | WICK ENVELOPES | $17.28 | $14.40 |

### RONSON WICKALL

Display card holds 24 envelopes: each containing 1 genuine RONSON Wick and Inserter Retails at 10c per envelope.

Per card of 24 envelopes

| No. | | List | Retail |
|---|---|---|---|
| 99021 | WICKALL CARD | $2.88 | $2.40 |

### RONSON REDSKIN "FIVE-FLINTER"

Clever 'Safe-Deposit' packet with compartment slide holding 5 extra-length RONSON REDSKIN 'Flints". Display card included with each 2 cartons
Packed in cartons of 24 "FIVE-FLINTERS"
Retails at 15c per "FIVE-FLINTER" packet.

Per carton of 24 packets

| No. | | List | Retail |
|---|---|---|---|
| 99008 | FIVE-FLINTER | $4.32 | $3.60 |

### RONSON "FIVE-FLINTER" CARD

Each card contains 18 RONSON "FIVE-FLINTERS", each holding 5 extra-length, genuine RONSON REDSKIN "Flints".

Per card of 18 packets

| No. | | List | Retail |
|---|---|---|---|
| 99030 | FIVE-FLINTER CARD | $3.24 | $2.70 |

### RONSONOL® LIGHTER FUEL

(Super-Life Formula)
This improved fuel lasts longer and gives more lights per filling with less frequent refills, and has a pleasant aroma. Because of its high quality and costlier ingredients, and considering how much further it will go, RONSONOL actually costs your customer less with greater profit to YOU. Retails at 25c per can. Packed 2 dozen per carton.

Per dozen cans

| No. | | List | Retail |
|---|---|---|---|
| 99009 | RONSONOL | $3.60 | $3.00 |

A few of these striking display cards are enclosed with each carton of Ronsonol. Each is made to hold an actual container of Ronsonol

### RONSON PLASTIKIT

This handsome, sturdy, compact and convenient compartment-case of solid plastic with slide lid holds everything needed for long-term lighter service:
5 extra-length RONSON REDSKIN "Flints"
1 high absorption RONSON Wick
1 Wick Inserter
1 Cleaning Brush
Shipped in display carton of 24 kits. Carton forms neat, compact counter dispenser.
Retails at 25c per Kit.
Per carton of 24 Kits

| No. | | List | Retail |
|---|---|---|---|
| 99024 | PLASTIKIT | $7.20 | $6.00 |

### RONSON SERVICER

Each SERVICER contains
RONSONOL—Quality Lighter Fuel
1 — 4-oz can
3 extra-length RONSON REDSKIN "Flints"
RONSON Wick with Inserter
RONSON Spark Wheel Cleaning Brush
General Instruction Book
Retails at 50c per SERVICER

Per dozen SERVICERS

| No. | | List | Retail |
|---|---|---|---|
| 99006 | SERVICER | $7.20 | $6.00 |

### RONSON PENCILITER ACCESSORY KIT

Contains accessories to keep a RONSON Penciliter in first class working order for a long period of time. (NOTE: The Accessory Kit does not contain fuel).

PENCILITER KIT CONTAINS:
3 RONSON REDSKIN "Flints"
24 Special Quality Thin Leads
2 Metal-mounted Erasers
2 Special Penciliter Wicks
Wick Inserter
Cleaning Brush
Instruction Folder
Retails at 50c per Accessory Kit
Per dozen Penciliter Accessory Kits

| No. | | List | Retail |
|---|---|---|---|
| 99007 | PENCILITER ACCESSORY KITS | $7.20 | $6.00 |

### RONSON PENCILITER ERASERS

Envelope contains 2 metal-mounted erasers for use in the New RONSON Penciliter
Retails at 10c per envelope
Per carton of 24 envelopes

| No. | | List | Retail |
|---|---|---|---|
| 99026 | PENCILITER ERASER ENVELOPE | $2.88 | $2.40 |

### RONSON PENCILITER WICKS

Envelope contains 2 Special Wicks and Inserter Retails at 10c per envelope
Per carton of six dozen envelopes

| No. | | List | Retail |
|---|---|---|---|
| 99027 | PENCILITER WICK ENVELOPES | $8.64 | $7.20 |

### RONSON PENCILITER THIN LEADS

Wooden tube containing 24 Special Quality Black Thin Leads for use in the RONSON Penciliter Retails at 15c per wooden tube
Per carton of 2 dozen tubes

| No. | | List | Retail |
|---|---|---|---|
| 99028 | PENCILITER LEADS | $4.32 | $3.60 |

Retail prices on all items here listed are subject to the Fair Trade Laws of all states having such leg slation
Prices subject to change without notice Prices subject to your established RONSON discount.

# TOYS

## RAILWAY EXPRESS TRUCK
**Wyandotte**

Cab and chassis made of heavy gauge steel. Colorful lithographed steel body. 6¾" long, 3¼" high, 2⅝" wide. Rubber tires. Lithographed radiator grille. Colorful — Realistic — Lots of play value.

**No. 233** Per dozen $4.80

Three Dozen in a Carton

## STEEL AUTO HAULER TRUCKS
**Wyandotte**

Made of heavy gauge steel. 9½" long. Rubber tires. Three toned baked enamel finish—assorted colors. Includes three small plastic automobiles—latest design.

**No. 452** Per dozen $6.00

One in a Box, Three Dozen in a Carton

## STEEL MECHANICAL AUTO TRANSPORT
**Marx**

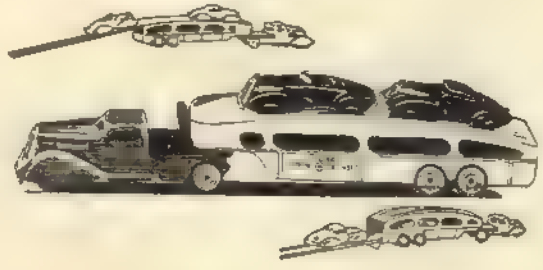
Length 10¼", height 4¼" to top of cars. Width 2½".

An attractive mechanical auto transport finished in baked enamel with bright tin plated hood strip, dummy headlights and radiator grille. Powered by a spiral spring motor, winding key attached. Two plastic sedans are furnished. These rest on individual platforms which can be tilted for loading and unloading the cars.

**No. 731**.....Per dozen $12.00

One in a Box, Two Dozen in a Carton

## STEEL AUTO TRANSPORT
**Marx**



Measures 22½" overall, 4¾" wide, 8⅝" high to top of cars.

Streamlined 8 wheel trailer type Auto Transport with modern designed cab-over-engine style hauler. Constructed of steel and complete with two streamlined cars. Trailer has a double deck so that the cars can be carried on the top or inside. The trailer can be disengaged and the cab-over-engine type hauler can then be used as a separate toy. Furnished with two 12" skid runways to facilitate the loading of the two separate cars on the top or inside of trailer. Furnished in bright attractive colors.

**No. 842**.....Per dozen $27.00

One in a Box, One Dozen in a Carton

## STEEL DUMP TRUCKS
**Wyandotte**

Heavy gauge steel. 12" long—3¾" high—4" wide. Heavy gauge steel front bumper and radiator grille. New streamlined cab and body. Metal wheels. Baked enamel finish in assorted colors.

**No. 441**.....Per dozen $9.60

Two Dozen in a Carton

## SEMI-TRAILER DUMP TRUCKS
**Wyandotte**

Made of heavy gauge steel. 17⅜" long. Semi-trailer design with six wheels. New style cab-over-engine truck with bright finished metal radiator grille and imitation headlights in fenders. Trailer can be detached from truck and lever on trailer can be lowered to hold in level position. Rubber tires. New style dumping arrangement. Baked enamel finish in assorted colors.

**No. 391**.....Per dozen $18.00

One in a Box, One Dozen in a Carton

## GRAVEL TRUCKS
**Marx**

Measures 9" long, 2⅞" wide, 3" high.

Sand and gravel dump truck made of steel. Latest design long hood type. Has shiny dummy grill, headlights, bumper and hood strip. Oversized dumping body operates by wire lever on side. Body measures 2¾" x 4¼". Finished in bright baked enamel with colorful decals on each side of body. "Sand" or "Gravel."

**No. 344**.....Per dozen $5.88

Three Dozen in a Carton

## LOAD AND DUMP TRUCK
**Marx**

20" long overall, 7½" wide, 6¼" high.

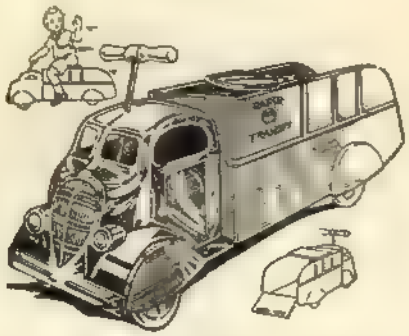
Heavy gauge steel, baked enamel finish, contrasting colors. Front high lift scoop loader deposits load in spacious over-sized dump body. Spring lever, when released, automatically dumps load. Free swinging tailgate. Steel wheels, shiny radiator, hood strip, dummy headlights and bumper. Truck is loaded with action and play value.

**No. 895**.....Per dozen $27.00

One in a Box, Dozen in Shipping Carton

## STEEL TOYS

### DELUXE RIDE-EM TRUCKS
**Marx**



Measures 27" long, 11" high, 7" wide. Cab-over-engine type open body Ride-Em Stake Truck.

Constructed of heavy steel throughout. Has shiny radiator, dummy headlights, and all steel wheels with rubber tires. Truck is attractively decorated with embellishments. Has wing type axle hubs on fenders. Also drop tail piece. Steered by means of crossbar handle. Truck finished in bright baked enamel color. Black enameled seat across, strong enough for a child to sit on. Truck may be loaded with toys or any small objects.

**No. 3094** ..... Per dozen $54 00

One in a Box

### DUMP TRUCKS
**Buddy-L**

Modern appearance. Crank action to dump box. Streamlined. All steel construction with baked enamel finish. Length 12"—width 4¼"—height 4".

**No. 302X** .....Per dozen $10.80

One in a Box

Modern appearance. Crank action to dump box. Streamlined. All steel construction with baked enamel finish. Length 12", width 4¼", height 4".

**No. 402** ..... Per dozen $22 80

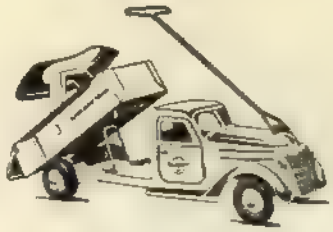
One in a Carton

Sturdy steel construction, finished in high quality automobile enamel. Automatic end gate. Solid rubber wheels. Truck finished in brilliant yellow, dump body in red. Length 22½", width 6¼ in., height 8½ in.

**No. 634** .....Per dozen $36 00

One in a Carton

### RIDER DUMP TRUCKS
**Buddy-L**



Sturdy steel construction. Removable leatherette-faced saddle seat. Buddy "L" Pull-N-Ride feature. All rubber Automatic end-gate opening. Duo-tone baked enamel finish. Length 21⅞"; width 8¼"; height 9¼".

**No. 702** .....Per dozen $48 00

One in a Carton

### DELUXE RIDER DUMP TRUCKS
**Buddy-L**

One of the most attractive trucks made. Speedy dump action with automatic end-gate opening. Removable leatherette saddle seat. Pull-N-Ride feature. All rubber wheels with dual rear wheels. Shovel included for added play value. Duo-tone baked enamel finish. Length 25⅛"; width 8½"; height 9½".

**No. 802** .....Per dozen $60 00

One in a Carton

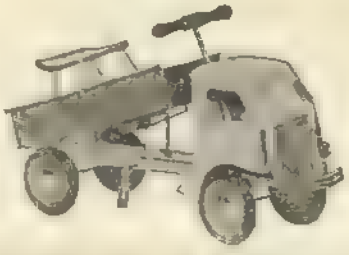
### DELUXE HYDRAULIC RIDER DUMP TRUCKS
**Buddy-L**

Pul-N-Ride feature, which children enjoy. Sturdy steel construction finished in brilliant baked enamel, duo-tone colors. Release lever and hydraulic action raises the body, automatically opens end gate and dumps load. Press body down to lock in hauling and riding position. Removable saddle seat. Heavy duty rubber wheels. Length 30 in., width 9 in., height 14 in.

**No. 902** .....Per dozen $156 00

One in a Carton

### RIDER DUMP TRUCKS
**Keystone**



Equipped with adjustable handle bar steering control and removable seat. Lifting power of great strength. Large oversize wheels. In two-tone color scheme. Length 26⅛ inches, height 10½ inches.

**No. 42**—Dump Truck .....Each $12 00

One in a Box

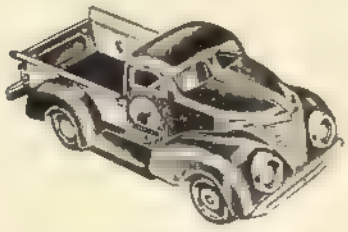
# TOYS

## MECHANICAL PICK-UP TRUCKS

Measures 9" long, 3¼" wide, 2¾" high
Modeled after the latest style Pick-up Truck. Made of heavy gauge steel, long hood type cab, dummy headlights, radiator grille, bumper and hood strip. Body opening 3¾" x 4¾", equipped with drop tailgate. Has long running motor with key attached. Finished in bright baked contrasting colors. Colorful decals on truck side

**No. 442** ..... Per dozen $8.40
Three Dozen in a Carton

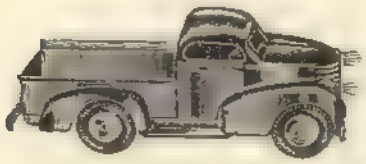
## PICK-UP TRUCK WITH LIGHTS
**Marx**



Measures 11¼" long, 4¾" wide, 4" high
A modern pick-up truck constructed of heavy gauge steel. The standard pick-up body has a drop tail board. Shiny radiator grille, hood strip and bumper enhance the richness of the baked enamel finish. The bright electric headlights, powered by a single flashlight battery, are operated by a simple switch. (Battery not furnished.)

**No. 1072** ..... Per dozen $21 00
One Dozen in a Carton

## PICK-UP TRUCK WITH LIGHTS
**Marx**



Measures 14⅛" long, 5" wide, 5½" high
Heavy gauge steel sturdily constructed pick-up truck. Has spacious body 6⅛" x 4½" equipped with drop tailgate

Truck modeled after latest designs. Has shiny grille, radiator, hood strip and front and rear bumpers. Truck equipped with real headlights which operate from standard size cell flashlight battery. Lights operate on and off by means of switch. (Battery not included.)

**No. 1091** ..... Per dozen $33 00
One Dozen in a Carton

## MATERIAL TRUCKS
**Smitty**

Yellow cab. Natural hardwood bed and fences. Load of 4 barrels, 3 heavy timbers. Die-cast aluminum frame. 4 treaded rubber wheels

14 in. long, 5½ in. wide, 5½ in. high

**No. 402M** ..... Each $5.45
One in a Box, Twelve in a Carton

## RACK TRUCKS
**Smitty**

Bright red cab and body. Natural hardwood bed. Die-cast aluminum frame. 6 treaded rubber wheels

14 in. long, 5½ in. wide, 5½ in high

**No. 403R** ..... Each $5.45
One in a Box, Twelve in a Carton

## ARMORED BANK TRUCKS
**Smith Miller**

Rivet studded steel body. "Bank of America" decals. Double rear doors with brass padlock and key. Length 13¾", width 5½", height 7¼".

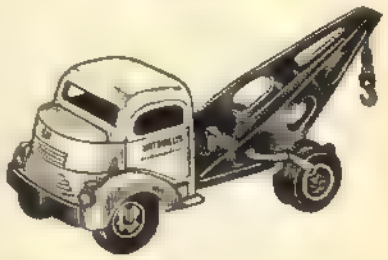
**No. 404 B** ..... Each $5 95
One in a Box, Twelve in a Carton

## TRITON OIL TRUCKS
**Smitty**

Natural hardwood bed. Three "Triton Oil" drum banks. Length 14", width 5½", height 5½"

**No. 405T** ..... Each $5.95
One in a Box, Twelve in a Carton

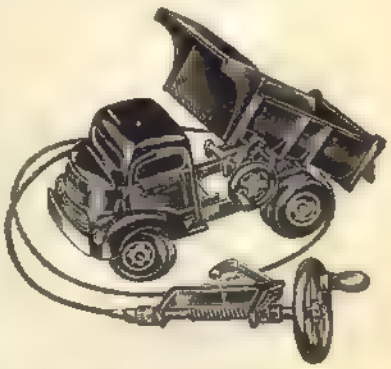
## WRECKER
**Smitty**



White cab, red boom and frame. Crank, robe cable and hook. Die-cast aluminum frame. 4 treaded rubber wheels. Length 14 in., width 5½ in., height 5 in

**No. 401W** ..... Each $4 45
One in a Box, Twelve in a Carton

## REMOTE CONTROL DUMP TRUCK
**Smith Miller Drive-O**



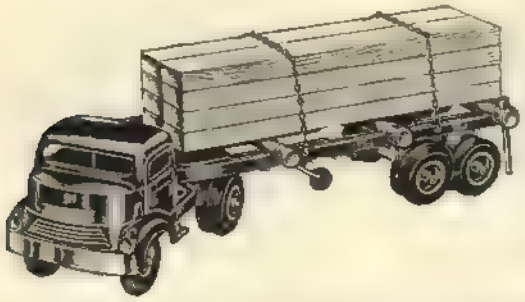
Smith-Miller introduces Drive O a startlingly new action toy operated by a 5' flexible control cable. Drive-O runs forward, backs, turns in any direction, raises and dumps its load through self-opening gate. Sturdily built for intensive play action

One thumbscrew secures dump body to chassis. When removed, Drive-O can be used with trailer body. Die-cast parts throughout. Sand-blasted dump body with polished high lights

**No. 4X O** ..... Each $14 95
One in a Box, Six in a Carton

# TOYS

## LUMBER TRUCKS
**Smitty**

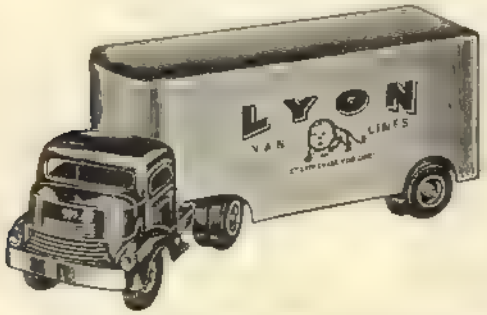


Die-cast frames and cab. "Fruehauf" decal on trailer. Miniature two by fours on log rollers secured by double chains. Length 23½", width 6⅛", height 6⅛"

**No. 406L** ..... Each

One in a Box, Six in a Carton

## LYON VAN
**Smitty**

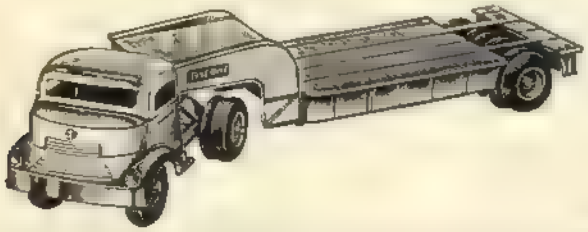



Full skirts on body. Double rear doors. Ten wheels. Length 22 ½", width 6⅛", height 8⅝"

**No. 407V** ..... Each $8.95

One in a Box, Six in a Carton

## MACHINERY HAULER
**Smith-Miller**



Die-cast frame, cab, and reinforced double section low bed trailer. "Fruehauf" decal. 13 wheels. Length 28⅛", width 6", height 5⅝"

**No. 406-H** ..... Each $9.95

One in a Box, Six in a Carton

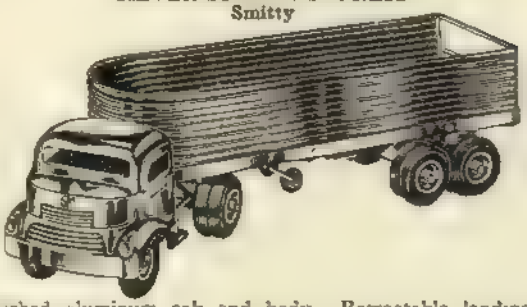
## TRANSCONTINENTAL FREIGHTER
**Smith-Miller**

Natural hardwood braced fences and bed with metal trim. Die-cast frames and cab. "Fruehauf" decals on trailer. Length 23½", width 6⅛", height 6⅛"

**No. 410-F** ..... Each $9.95

One in a Box, Six in a Carton

## SILVER STREAK EXPRESS
**Smitty**

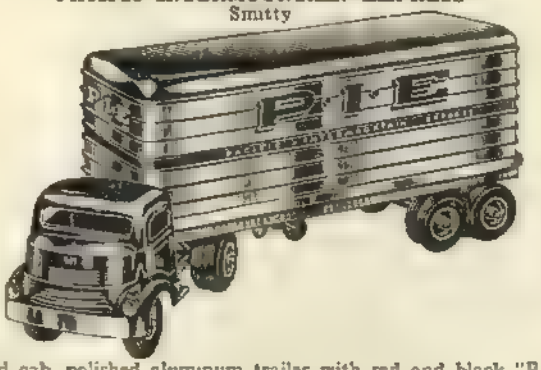


Polished aluminum cab and body. Retractable landing gear. Full length die-cast frame. 14 treaded rubber wheels. Floating tandem duals. 23½ in. long, 6⅛ in. wide, 6¼ in. high

**No. 411E** ..... Each $10.95

One in a Box, Six in a Carton

## PACIFIC INTERMOUNTAIN EXPRESS
**Smitty**




Red cab, polished aluminum trailer with red and black "P.I.E." insignia on front and sides. Rear opening doors. Retractable landing gear. 14 treaded rubber wheels. Floating tandem duals. 24 in. long, 6⅛ in. wide, 9 in. high

**No. 412P** ..... Each $13.95

One in a Box, Six in a Carton

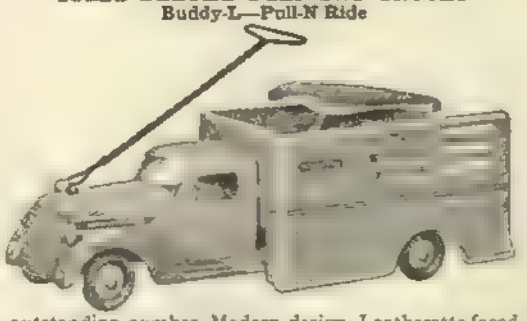
## MOBILGAS TANKER
**Smitty**

Replica of streamlined heavy duty 32' oil and gas tanker. Side port with double hose and nozzles. 14 wheels. Length 22¾", width 6⅛", height 5¾"

**No. 409G** ..... Each $9.95

One in a Box, Six in a Carton

## STEEL DELUXE DELIVERY TRUCKS
**Buddy-L—Pull-N Ride**



An outstanding number. Modern design. Leatherette faced removable saddle seat. Pull-N Ride feature. All rubber wheels with dual rear wheels. Barrel skid included for additional play value. Duo-tone baked enamel finish. Length 22¾"—width 8½"—height 8⅝—shipping weight 9 lbs.

**No. 803** ..... Per dozen $60.00

One in a Box

## TOYS

### WRECKING TRUCK
**Buddy-L**

Sturdy steel construction colorfully finished in baked enamel. Has flash, original design and the crank and crane feature which children enjoy. Length 19½ in., width 5¾ in., height 7¼ in.

**No. 403** ..... Per dozen $22.80

One Dozen in a Carton

### DELUXE WRECKING TRUCK
**Buddy L**

Sturdy steel lifetime construction finished in snappy color scheme in Duo-tone baked enamel. Full swinging crane and cable windlass for hoisting and pulling. Pull-N-Ride feature, removable saddle seat and heavy duty rubber wheels. Length 33¾ in., width 9¼ in., height 13½ in.

**No. 903** Per dozen $156.00

One in a Box

### SERVICE AND WRECKER TRUCKS
**Wyandotte**

Cab and chassis heavy gauge steel—11⅝" long. Lithographed steel body. Detachable crank operated hoist. Metal wheels. Bright steel radiator grille, headlights and bumper. White baked enamel finish—red hoist.

**No. 429** ..... Per dozen $9.60

One in a Box, One Dozen in a Carton

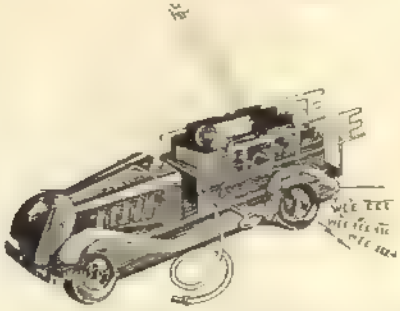
### PICK UP JEEP
**Marx**

Measures 13" long, 4¾" wide 5⅞" high. Authentic copy of world famous Willys Jeep Pick up Truck. Constructed of heavy gauge steel. Hood raises realistically, disclosing large compartment. Pick-up body 5" x 4¼" equipped with movable tailgate. Metal wheels, front and rear bumpers, dummy headlights hook on rear. Finished in baked enamel—bright colors.

**No. 871** ..... Per dozen $24.00

One in a Box, One Dozen in a Carton

### SIREN FIRE TRUCK
**Marx**



Measures 14½" long, 5" wide, 4⅛" high.

Fire tower measures 12½" high from base of truck.

Sturdily built Hook and Ladder Fire Truck made of heavy gauge steel with a red baked enamel finish. Has heavy duty clockspring motor, with loud siren. Equipped with brake.

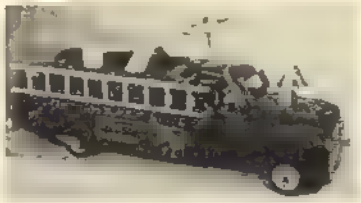
Two 8" ladders are mounted on the side of truck, along with two dummy wooden fire extinguishers, which are fastened to truck body by means of clips.

The Fire Tower is raised and lowered by gear and crank arrangement and is mounted on a swivel so that it can be turned in any direction, simulating the action of a real Fire Truck.

**No. 8990** ..... Per dozen $36.00

One in a Box. Half Dozen in a Carton

### RIDE-EM FIRE TRUCK
**Marx**



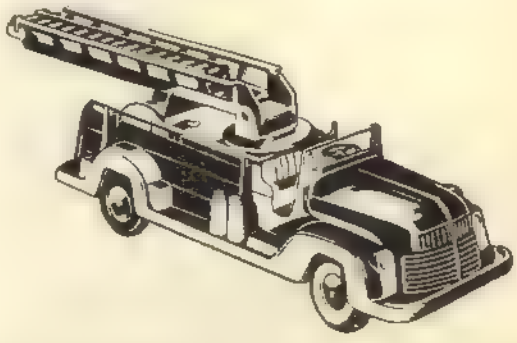
Measures 32¼" long, 7" wide, 13½" high.

Massive heavy gauge Ride-em Fire Truck with full equipment. Has removable seat mounted on body of truck, which child can sit on and propel it along. Has steering wheel and is equipped with two 24" interlocking ladders, which can be extended from the base of body. There is a loud sounding plunger-type siren mounted on side of cab and also a large ringing bell mounted on the hood. Rubber tires. Finished in bright red baked enamel.

**No. 3300** ..... Per dozen $86.40

One in a Carton

### SIREN HOOK AND LADDER FIRE TRUCK
**Marx**



15½ in. long overall, 3¾ in. wide, 4 in. high. Durable bright red, plastic construction.

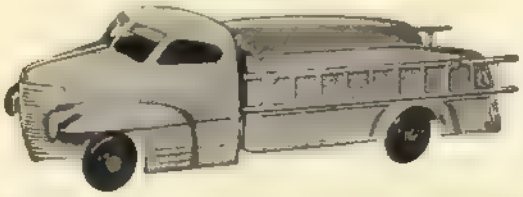
FEATURES—A single, long-running, enclosed clockspring motor activates the loud sounding siren and propels the fire truck—brake. Front wheels are adjustable for a straightaway run or circles. Rubber tires, shiny hub caps. Swivel mounted, aerial extension ladder, extends 9 in. to 21 in.—hooks on sides of truck to which ladders may be attached.

**No. 1389** ..... Per dozen $22.80

One in a Box, One Dozen in a Carton

# TOYS

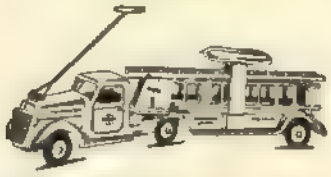
## FIRE TRUCKS
**Buddy-L**



Bright fire red enamel. Main ladder raised by crank action. Two additional ladders for increased play value. All steel construction with baked enamel finish. Length 12"—width 4¼"—height 4".

**No. 301X** .....Per dozen $10.90
One Dozen in a Carton

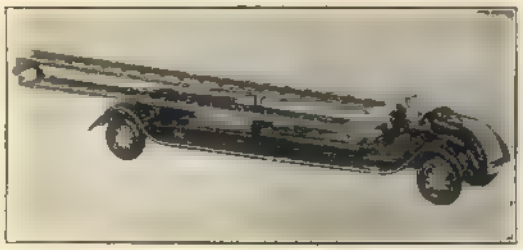
## EXTENSION LADDER RIDER FIRE TRUCK
**Buddy-L**



Brilliant fire red baked enamel finish. Silver painted ladders. Removable leatherette saddle seat. Main ladder raised by crank. Pull-N-Ride feature. All rubber wheels with dual trailer wheels. Pat. 1939379—1933. Length 35", width 9⅜", height 10¼".

**No. 801** .....Per dozen $68.40
One in a Carton

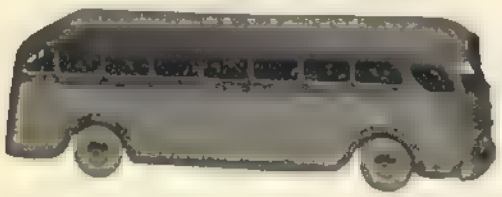
## MECHANICAL AERIAL LADDER TRUCKS
**Keystone**



Keystones aerial ladder truck. A motor driven ladder truck, with ladders operating automatically, rising to a height of 38 inches when the truck runs into any obstruction. Bright red finish with yellow ladders

**No. 446** ..... Per dozen $45.00
One in a Box

## MECHANICAL GREYHOUND BUS
**Keystone**



Modern passenger transport in a substantial 18½-inch model embodying all of the salient features of its big brothers on the road. A hinged rear door gives easy access to interior. Operated by the dependable Keystone spring motor, with brake.

**No. 432** ..... Per dozen $42.00
One in a Box

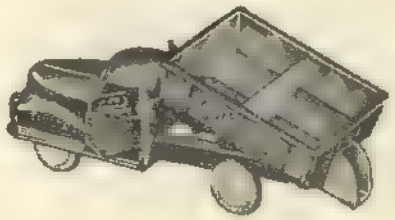
## PLASTIC AUTOMOBILES AND TRUCKS
**Renwal**

## CONVERTIBLE SEDAN

Convertible sedan with driver. Size 6½x2⅛x2 inches. Doors open, top slides back.

**No. 39** .....Per dozen $5.85
One in a Window Type Box, One Dozen in a Carton

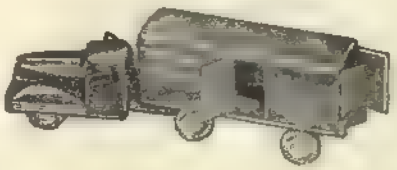
## COAL TRUCK



Coal Truck with driver. Size 7½x2⅞x2⅛ inches. Doors open. Body raises to unload

**No. 46** .....Per dozen $6.90
One in a Window Type Box, One Dozen in a Carton

## TRANSPORT TRUCK



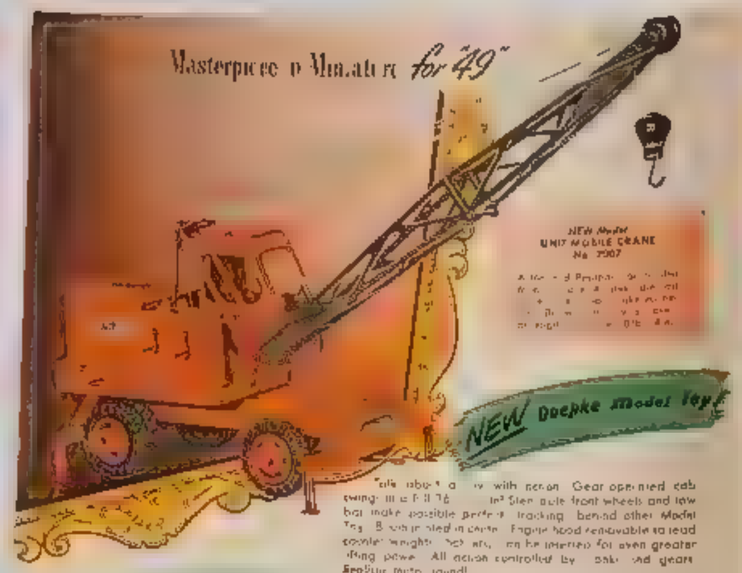
Transport Truck with driver. Size 10¾x3¼x2⅛ inches. Doors open. Body swings like real trailer.

**No. 48** .....Per dozen $11.65
One in a Window Type Box, One Dozen in a Carton

## GASOLINE TRUCK

Gasoline Truck with driver. Doors open. Tank holds water.

**No. 49** .....Per dozen $8.05
One in a Window Type Box, One Dozen in a Carton



With these and other Model accessories, the Model Mobile Crane is many times more versatile and has a lifting capacity many times greater than any other comparable toy! Well made of heavy steel, designed for real use.

"Life-like" action with action Gear operated cab swing. Full 75° Steel axle front wheels and low bar make possible perfect tracking behind other Model Toys. 8 wheel design center. Engine hood removable to load counter weights. Both arms can be lowered for even greater lifting power. All action controlled by two hand gears. Positive motor found!

The Model Jr. Mobile Crane is the only authentic reproduction of a crane now in the market. Sturdy cord and metallic Out riggers with jacks enable the Model Unit Mobile Crane to lift more weight than any other comparable toy!

**Here's Why Model Toys Sells**

- Toys are tough together in play all each other!
- Toys are quality built out do the average three to one
- Toys have play appeal to both parents and children
- Hard-hitting Nationa Advertising in America's top mag azines: LIFE SATURDAY EVENING POST WOMAN'S HOME COMPANION PARENTS and many others
- Model Toys are BIG toys Parents feel they're getting their money's worth and more!

$79 842 20 worth of Model Toys bought by one Western Wholesaler last year

Model
CONCRETE MIXER No. 7007

Model
BUCKET LOADER No. 7007

Order Now for Early Delivery From
Those Model Toys Sales Representatives

EAST
AT THE FAIR
SOUTH
AT THE FAIR

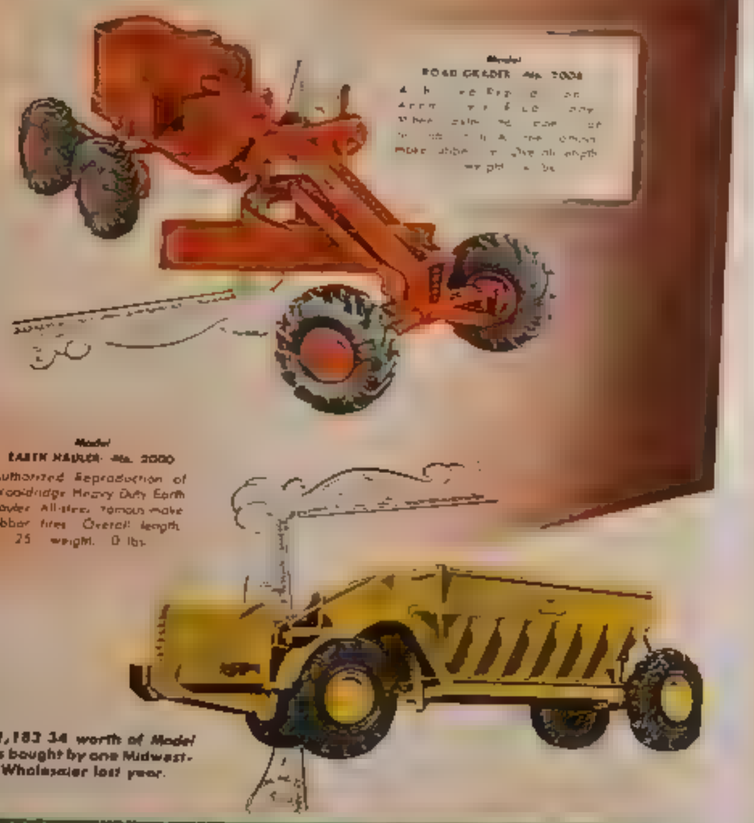
MIDWEST
AT THE FAIR
SOUTHWEST
WEST
AT THE FAIR

Model TOYS • MODEL TOYS • MODEL TOYS • MODEL TOYS •

CHAS. WM. DOEPKE MFG. CO. INC., NORWOOD, OHIO

PLAYTIME MARCH 1949

DO Model TOYS SELL? Well, 48 sales more than doubled any previous year! In this brochure you find actual figures of Model Toys bought by jobbers, wholesalers men like yourselves who know exactly how sensationally Model Toys do sell!



Model
ROAD GRADER No. 2024

Model
EARTH HAULER No. 2000

Authorized Reproduction of Woodridge Heavy Duty Earth Hauler. All-steel, famous make rubber tires. Overall length, 25". Weight, 0 lbs.



$21,183.34 worth of Model Toys bought by one Midwestern Wholesaler last year.

$7,894.60 worth of Model Toys bought by one Southwestern jobber last year.

Model Toys' Model Toys' Model Toys'

Automatic Radio

# TELEVISION

## CONSOLETTES

## AT HARD TO BEAT BARGAIN PRICES!

### MAHOGANY MODEL

A consolette with **7 inch electrostatic direct-view picture tube** constructed to use absolute maximum area of tube, **30 square inches of sharp bright picture** with excellent contrast. Cabinet has beautifully hand-rubbed **Mahogany finish** and modern styled sloping front for ease in viewing picture. **23 tubes** including rectifiers plus excellent engineering provide clear reception even in outlying areas. "Automatic picture lock" for steady, clear pictures when switching from channel to channel . . . full channel coverage. Static-free FM sound and large 8-inch speaker for extremely realistic tone quality and reproduction. Minimum number of controls makes this set extremely easy to operate. Operates on 105-125 volts AC only. Weighs approximately 82 lbs.
**No. 4R-TV710.** Mahogany. LIST 219.50.
Dealer's, each, **158.04.**
Less 2%, Net . . .

- 7 INCH DIRECT VIEW TUBE
- 26 SQUARE INCH PICTURE
- 23 TUBES INCLUDING RECTIFIERS
- FULL CHANNEL COVERAGE
- AUTOMATIC PICTURE LOCK
- STUNNING NEW HAND RUBBED MAHOGANY OR BLONDE VENEERS
- UNUSUAL LOW PRICE

A GREAT VALUE . . . **154.88 NET**

### BLONDE MODEL

**Same as above except has Blonde finished cabinet.**
**No. 4R-TV712.** LIST 239.50
Dealer's, each, **170.04.**
Less 2%, Net . . . **166.64**

## PORTABLE TELEVISION SET

**Made by AUTOMATIC**

- LARGE 51 SQ. IN. PICTURE (7 in. Tube With Built-in Magnifier Lens)
- ANTENNA INCLUDED
- 23 TUBES INCLUDING RECTIFIERS
- COVERS ALL CHANNELS

Portable television receiver with **seven inch picture tube and built-in picture magnifier. Circular screen gives full 51 square inches of distortionless picture.** Cabinet is covered in grained simulated leatherette—conveniently detachable. Operates on plug in antenna (**antenna included**) with connector available for outside antenna and for weak signal areas. **23 tubes** including rectifiers and FM circuit. Complete channel coverage in all areas. Operates on 105-125 volts AC only. Size 18¼ x 18¾ x 10¾ inches. Weight 33 lbs.

**No. 4R-TV-P480.** LIST 189.95
Dealer's each, **140.58.**
Less 2% Net **137.75**

## PORTABLE ANTENNAS

### DIPOLE TEL-TENNA

GOOD FOR FRINGE AREAS!

A powerful folded dipole antenna that actually works in fringe areas. **300 ohm impedance matches 300-ohm input of set.** As sures perfect transfer broad band effici and maximum signal and sensitivity. Telescopic arms of aluminum tubing adjust to any angle. Complete with 300 ohm lead.
**No. 4R-312.** LIST 6.95. Dealer's, each, 4.17.
Less 2%, Net **4.09**

### FEDCO INDO-TENNA

- TELESCOPIC ARMS
- FULL 360° SWIVEL
- 10 FT. OF LEADER

Nickel plated brass tubing. Base is of Hammertone finish metal. Has telescopic, three section, smooth sliding arms. Plastic housing with adjustable knob for vertical adjustment. Full 360° swivel. 10 ft. lead.
**No. 4R-220.** LIST 4.95
Dealers each **3.25.**
12, each **2.57.**
Less 2% Net **2.91**

## PRECISION TELEVISION ENLARGERS

For all makes of television receivers. Bigger, clearer pictures with maximum viewing angle. Pictures take on added size and brilliance. Lens mounted on stand that stands in front of screen or on bracket that fastens over top of cabinet. **Note: When ordering bracket type lens specify model number and make of television—also size of screen.**

| No. | For Screen Size | List | Each | | No. | For Screen Size | List | Each |
|---|---|---|---|---|---|---|---|---|
| 4R-A10 | 7 in | 14.95 | 8.97 | ←WITH STAND | 4R-B10 | 7 in | 14.95 | 8.97 |
| 4R-A12 | 7 or 10 in | 22.95 | 13.77 | | 4R B12 | 7 or 10 in. | 22.95 | 13.77 |
| 4R-A15 | 10 or 12 in | 39.95 | 23.97 | WITH BRACKET→ | 4R-B15 | 10 or 12 in | 39.95 | 23.97 |

## VISION ALL CHANNEL TELE-BOOSTERS

### SUPER DELUXE MODEL

**Three stages of high gain** increases signal strength and improves reception. **Continuous tuning over all television channels,** no band switching. **Vernier tuning makes the hairline adjustment easy and accurate. Gain control permits just the right amount of gain for each station.** Self contained power supply using long life selenium rectifier.
**No. 4R-TVZ.** LIST 54.50
Dealer each, **32.70.** Less 2% Net..... **32.05**

### DELUXE MODEL

Turn switch to position for channels 2 to 6 or 7 to 13 and tune for best picture response. **Two stages of high gain** improves reception. Self contained power supply using selenium rectifier. Eliminates need of outdoor antennas in many locations. Simple to install and operate requires only antenna connection to receiver.
**No. 4R-TVK.** LIST 37.50
Dealer's, each, **22.50.**
Less 2%, Net. . . . . **22.05**

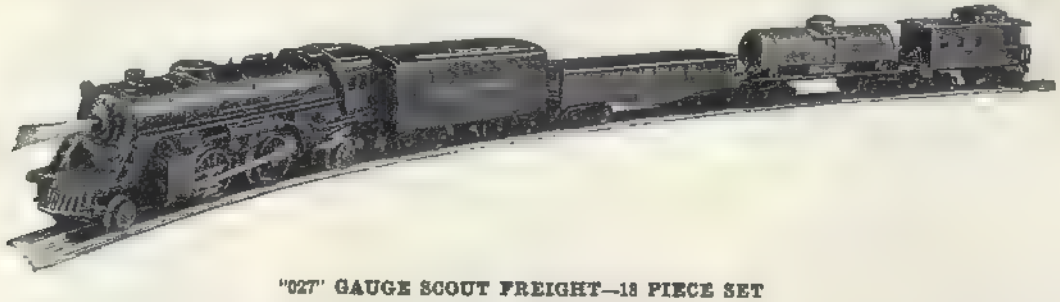
## LIONEL "027" GAUGE ELECTRIC TRAINS

LETTER "W" The letter "W" after an outfit number indicates that the train is equipped with the Lionel built-in remote contro Whistle that can be blown at any time or place on the track layout No special wiring is required.

LETTER "S"—The letter "S" signifies that the locomotive is equipped with the Lionel Smoke device This realistic Smoke, which is odorless, stainless and harmless, is synchronized to puff with the action of the giant drivers

### SCOUT LINE-FREIGHT

**Magnificent Scale Detailing, Powerful Direct Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**



### "027" GAUGE SCOUT FREIGHT—18 PIECE SET

Train set includes: 1 No 1110 steam-type Locomotive—1 No 1001T Tender—1 No. 1002 Gondola Car—1 No. 1005 Oil Car—1 No. 1007 Caboose—8 sections No. 1013 Curved Track—1 section No 1018 Straight Track—1 No. 1009 Uncoupling Track Section—1 No. 1011 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 1115** . . . . . Per Set $15.95

One Set in a Box, Six Sets in a Shipping Carton

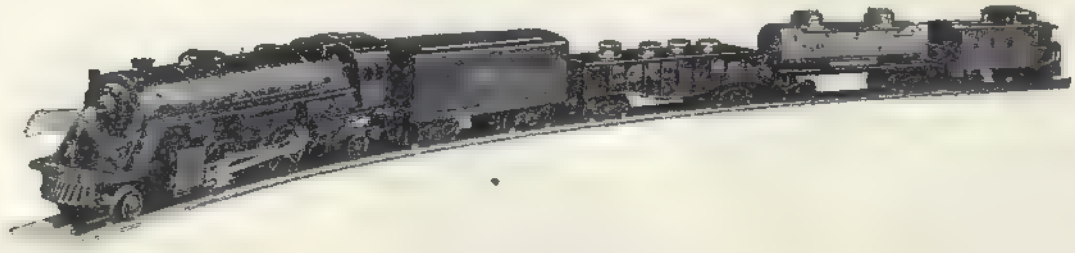
### "027" GAUGE SCOUT FREIGHT—20 PIECE SET

Train set comprises 1 No 1110 steam-type Locomotive—1 No 1001T Tender—1 No 1005 Oil Car 1 No 1004 Box Car—1 No 1002 Gondola Car—1 No 1007 Caboose—8 sections No 1013 Curved Track—3 sections No 1018 Straight Track -1 No 1011 Transformer -1 No 1009 Uncoupling Track Section—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 1117**. . . . . Per Set $18.95

One Set in a Box, Six Sets in a Shipping Carton

### LIONEL FREIGHT TRAIN SET—WITH WHISTLE



### "027" GAUGE—19 PIECE SET

**With Built-In Whistle**

Train set includes 1 No. 1655 steam-type Locomotive -1 No 6654W Tender with built-in Whistle—1 No 6452 Gondola Car with four barre's—1 No. 6465 Oil Car—1 No 6257 Caboose—8 sections No 1013 Curved Track—3 sections No 1018 Straight Track -1 No 6019 Remote Control track set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube Lubricant—Instruction Booklet.

**No. 1423W** . . . . . Per Set $29.95

## LIONEL "027" GAUGE ELECTRIC TRAINS

**WITH SMOKE AND WHISTLE**

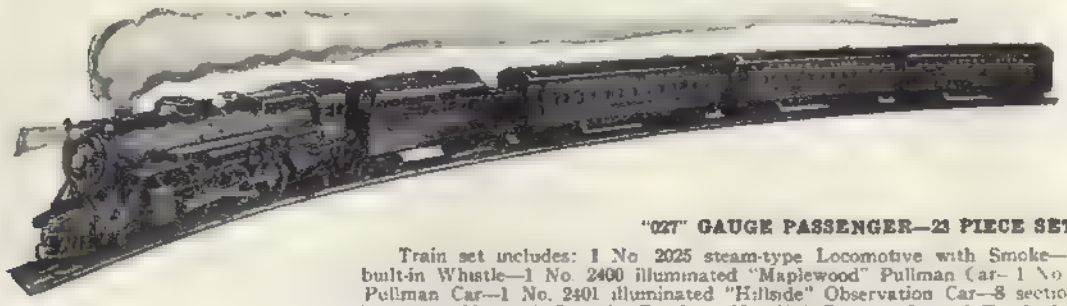
**Magnificent Scale Detailing, Powerful Direct Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**

**"027" GAUGE PASSENGER—19 PIECE SET**

Train set comprises: 1 No. 2026 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—2 No. 6440 Pullman Cars—1 No. 6441 Observation Car—8 Sections No. 1013 Curved Track—3 Sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 1426WS** ..... Per Set $42.75

One Set in a Box, Three Sets in a Shipping Carton

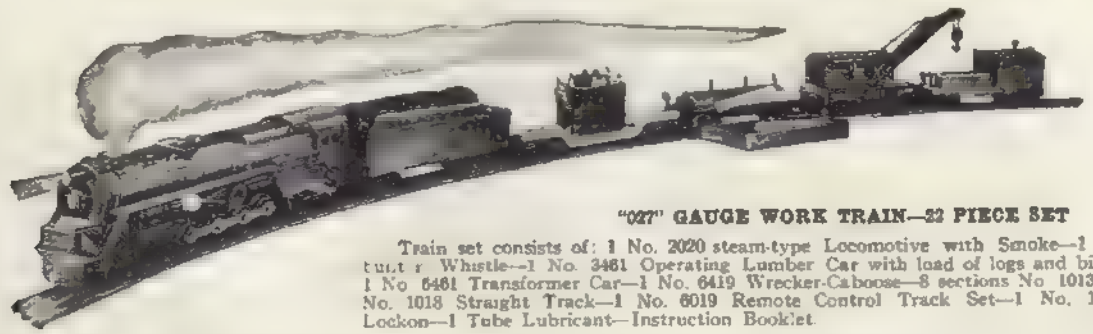


**"027" GAUGE PASSENGER—23 PIECE SET**

Train set includes: 1 No. 2025 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 2400 illuminated "Maplewood" Pullman Car—1 No. 2402 illuminated "Chatham" Pullman Car—1 No. 2401 illuminated "Hillside" Observation Car—8 sections No. 1013 Curved Track—7 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 1430WS** ..... Per Set $59.75

One Set in a Box, Two Sets in a Shipping Carton

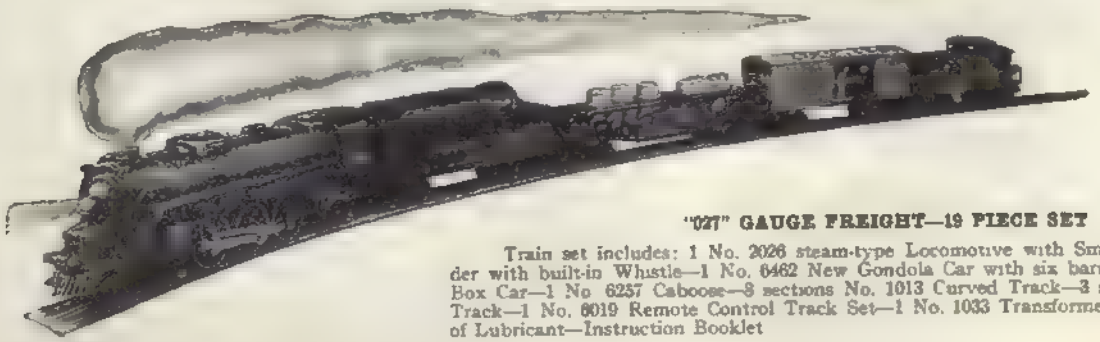


**"027" GAUGE WORK TRAIN—22 PIECE SET**

Train set consists of: 1 No. 2020 steam-type Locomotive with Smoke—1 No. 6020W Tender with built-in Whistle—1 No. 3461 Operating Lumber Car with load of logs and bin—1 No. 2460 Crane Car—1 No. 6461 Transformer Car—1 No. 6419 Wrecker-Caboose—8 sections No. 1013 Curved Track—5 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube Lubricant—Instruction Booklet.

**No. 1447WS** ..... Per Set $59.50

One Set in a Box, Two Sets in a Shipping Carton



**"027" GAUGE FREIGHT—19 PIECE SET**

Train set includes: 1 No. 2026 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 6462 New Gondola Car with six barrels—1 No. 3464 Animated Box Car—1 No. 6257 Caboose—8 sections No. 1013 Curved Track—3 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 tube of Lubricant—Instruction Booklet

**No. 1451WS** Per Set $39.75

## LIONEL "027" GAUGE ELECTRIC TRAINS

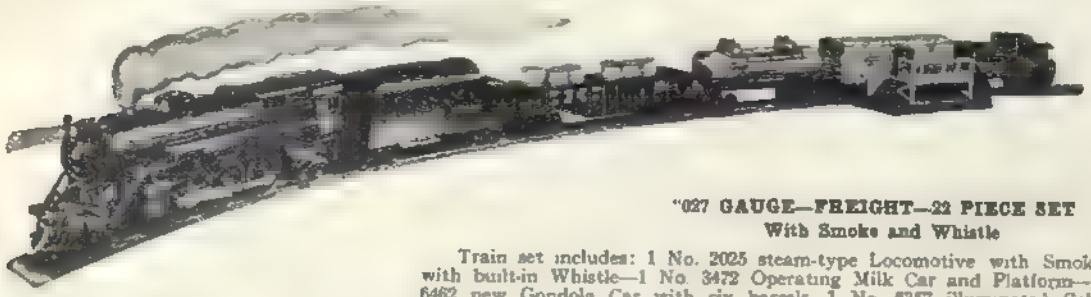
**Magnificent Scale Detailing, Powerful Direct Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**

**"027" GAUGE—FREIGHT—22 PIECE SET**
**With Smoke and Whistle**

Train set consists of: 1 No. 2026 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 3461 Operating Lumber Car with load of logs and bin—1 No. 6465 Oil Car—1 No. 3464 Animated Box Car—1 No. 6357 illuminated Caboose—8 sections No. 1013 Curved Track—5 Sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 1453WS** ..... Per set $47.95

One Set in a Box, Three Sets in a Shipping Carton

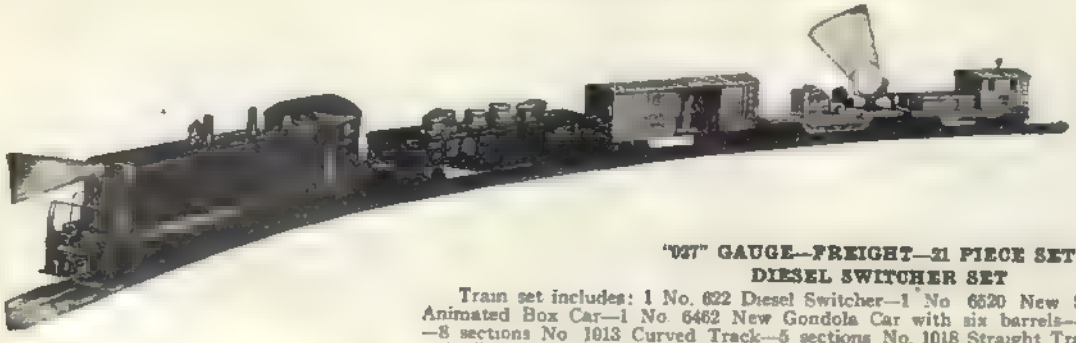


**"027 GAUGE—FREIGHT—22 PIECE SET**
**With Smoke and Whistle**

Train set includes: 1 No. 2025 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 3472 Operating Milk Car and Platform—1 No. 6465 Oil Car—1 No. 6462 new Gondola Car with six barrels—1 No. 6357 illuminated Caboose—8 sections No. 1013 Curved Track—5 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 1455WS** ..... Per set $52.50

One Set in a Box, Three Sets in a Shipping Carton

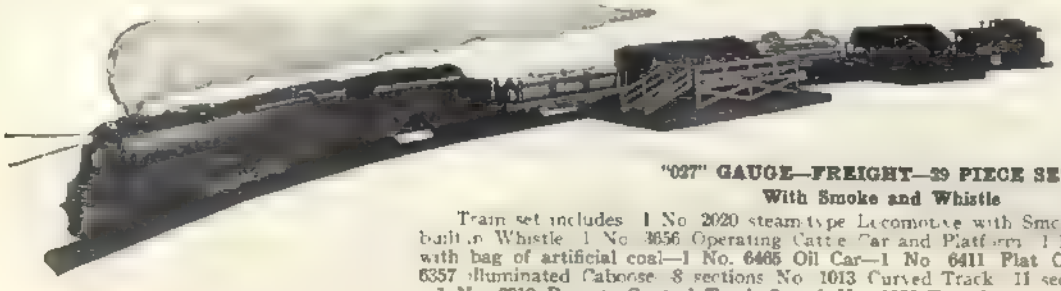


**"027" GAUGE—FREIGHT—21 PIECE SET**
**DIESEL SWITCHER SET**

Train set includes: 1 No. 622 Diesel Switcher—1 No. 6520 New Searchlight Car—1 No. 3464 Animated Box Car—1 No. 6462 New Gondola Car with six barrels—1 No. 6419 Wrecker-Caboose—8 sections No. 1013 Curved Track—5 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1034 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 1457** ..... Per Set $49.50

One Set in a Box, Three Sets in a Shipping Carton



**"027" GAUGE—FREIGHT—29 PIECE SET**
**With Smoke and Whistle**

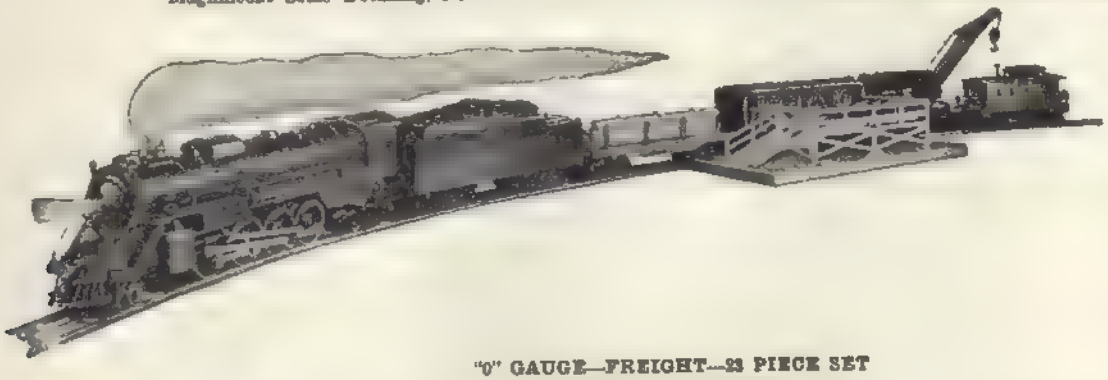
Train set includes: 1 No. 2020 steam-type Locomotive with Smoke—1 No. 6020W Tender with built-in Whistle—1 No. 3656 Operating Cattle Car and Platform—1 No. 3469 Operating Dump Car with bag of artificial coal—1 No. 6465 Oil Car—1 No. 6411 Flat Car with load of logs—1 No. 6357 illuminated Caboose—8 sections No. 1013 Curved Track—11 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 No. CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 1459WS** ..... Per Set $67.50

One Set in a Box, Two Sets in a Shipping Carton

## LIONEL "0" GAUGE ELECTRIC TRAINS

**Magnificent Scale Detailing, Powerful Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**

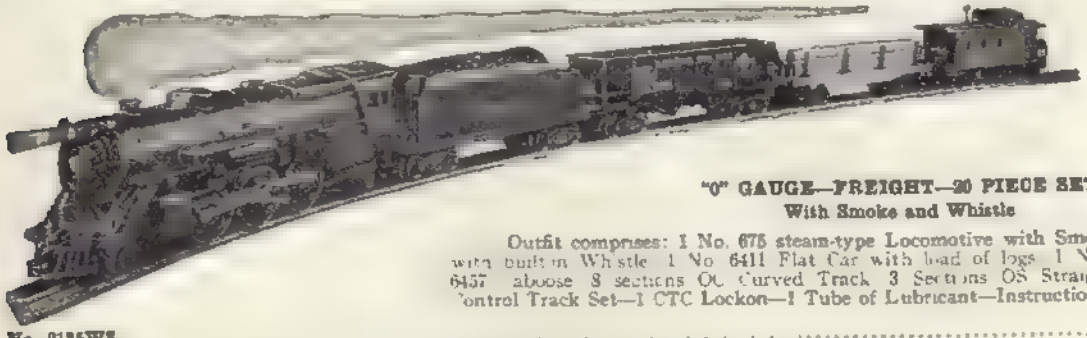


### "0" GAUGE—FREIGHT—23 PIECE SET
**With Smoke and Whistle**

Train set includes: 1 No. 726 steam-type Locomotive with Smoke—1 No. 2426W Tender with built-in Whistle—1 No. 3656 Operating Cattle Car and Platform—1 No. 6411 Flat Car with load of logs—1 No. 2466 Crane Car—1 No. 6457 Caboose—8 sections OC Curved Track—7 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2156WS** ..... **Per set $67.50**

One Set in a Box, Two Sets in a Shipping Carton



### "0" GAUGE—FREIGHT—20 PIECE SET
**With Smoke and Whistle**

Outfit comprises: 1 No. 675 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 6411 Flat Car with load of logs—1 No. 6456 Hopper Car—1 No. 6457 Caboose—8 sections OC Curved Track—3 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2135WS** ..... **Per set $37.50**

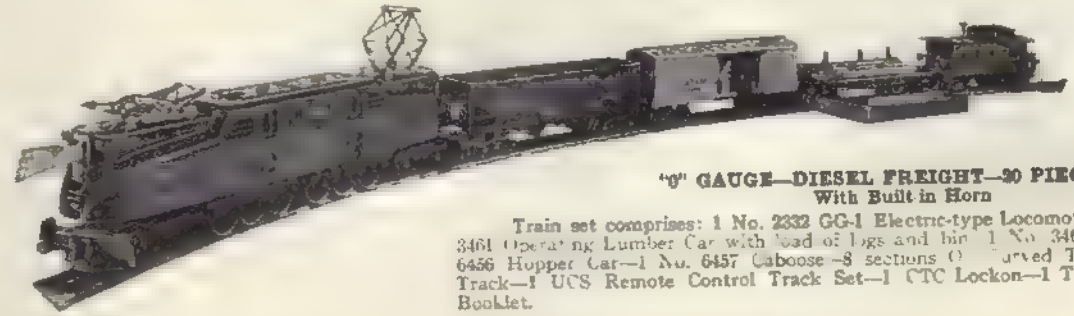
One Set in a Box, Three Sets in a Shipping Carton

### "0" GAUGE—PASSENGER—18 PIECE SET
**With Smoke and Whistle**

Train set includes: 1 No. 675 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—2 No. 6442 Pullman Cars—1 No. 6443 Observation Car—8 sections OC Curved Track—3 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2136WS** ..... **Per set $39.95**

One Set in a Box, Three Sets in a Shipping Carton



### "0" GAUGE—DIESEL FREIGHT—20 PIECE SET
**With Built-in Horn**

Train set comprises: 1 No. 2332 GG-1 Electric-type Locomotive with realistic Horn—1 No. 3461 Operating Lumber Car with load of logs and bin—1 No. 3464 Animated Box Car—1 No. 6456 Hopper Car—1 No. 6457 Caboose—8 sections OC Curved Track—5 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 2139W** ..... **Per set $57.50**

One Set in a Box, Two Sets in a Shipping Carton

## LIONEL "O" GAUGE ELECTRIC TRAINS

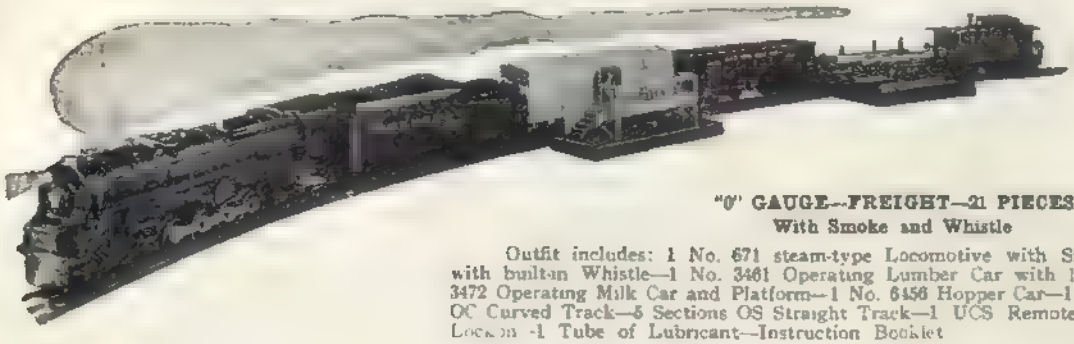
**Magnificent Scale Detailing, Powerful Worm Drive Motor Die-Cast Trucks and Remote Control Couplers**

**"0" GAUGE—PASSENGER—20 PIECE SET**
**With Smoke and Whistle**

Train outfit includes: 1 No. 671 steam type Locomotive with Smoke—1 No. 2671W Train Tender with built-in Whistle—1 No. 2400 illuminated "Maplewood" Pullman Car—1 No. 2402 illuminated "Chatham" Pullman Car—1 No. 2401 illuminated "Hillside" Observation Car—8 sections OC Curved Track—5 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2140WS.** . . . . . Per Set $57.75

One Set in a Box, Two Sets in a Shipping Carton

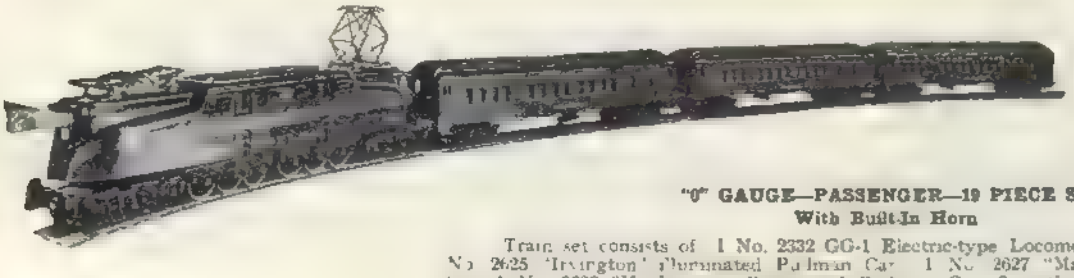


**"0" GAUGE—FREIGHT—21 PIECES**
**With Smoke and Whistle**

Outfit includes: 1 No. 671 steam-type Locomotive with Smoke—1 No. 2671W Tender with built-in Whistle—1 No. 3461 Operating Lumber Car with load of logs and bin—1 No. 3472 Operating Milk Car and Platform—1 No. 6456 Hopper Car—1 No. 6457 Caboose—8 sections OC Curved Track—5 Sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2141WS**.....Per set $57.50

One Set in a Box, Two Sets in a Shipping Carton



**"0" GAUGE—PASSENGER—19 PIECE SET**
**With Built-In Horn**

Train set consists of 1 No. 2332 GG-1 Electric-type Locomotive with realistic horn—1 No. 2625 "Irvington" illuminated Pullman Car—1 No. 2627 "Madison" illuminated Pullman Car—1 No. 2628 "Manhattan" illuminated Pullman Car—8 sections OC Curved Track—5 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2144W**.....Per Set $67.50

One Set in a Box, Two Sets in a Shipping Carton

**"0" GAUGE—PASSENGER—22 PIECE SET**
**With Smoke and Whistle**

Train outfit comprises 1 No. 726 steam-type Locomotive with Smoke—1 No. 2426W Tender with built-in Whistle—1 No. 2625 "Irvington" illuminated Pullman Car—1 No. 2627 "Madison" illuminated Pullman Car—1 No. 2628 "Manhattan" illuminated Pullman Car—8 sections OC Curved Track—7 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2146WS**.....Per Set $75.00

One Set in a Box, Two Sets in a Shipping Carton

## LIONEL "0" GAUGE ELECTRIC TRAINS

**Magnificent Scale Detailing, Powerful Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**

**"0" GAUGE—FREIGHT—19 PIECE SET**
**With Smoke and Whistle**

Set includes. 1 No. 675 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 6465 Oil Car—1 No. 3469 Operating Dump Car with bag of artificial coal and bin—1 No. 3472 Operating Milk Car and Platform—1 No 6457 Caboose—8 sections OC Curved Track—3 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant Instruction Booklet

**No. 2147WS**.....Per set $50.00

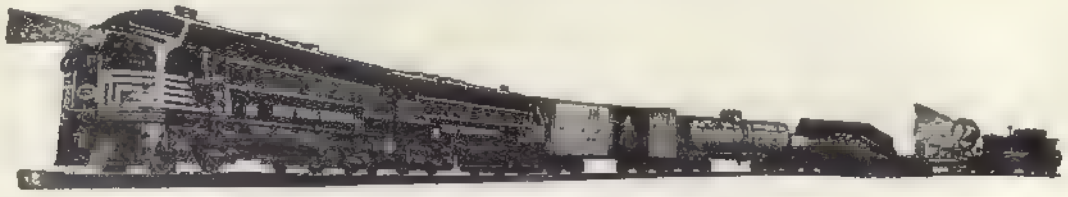
One Set in a Box, Three Sets in a Shipping Carton

**"0" GAUGE—DIESEL SWITCHER—20 PIECE SET**

Train outfit comprises: 1 No. 622 Diesel Switcher—1 No. 6520 new Searchlight Car—1 No. 3469 Operating Dump Car with bag of artificial coal and bin—1 No. 2460 Crane Car—1 No. 6419 Wrecker-Caboose—8 sections OC Curved Track—5 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No 2149**.....Per set $52.50

One Set in a Box, Three Sets in a Shipping Carton

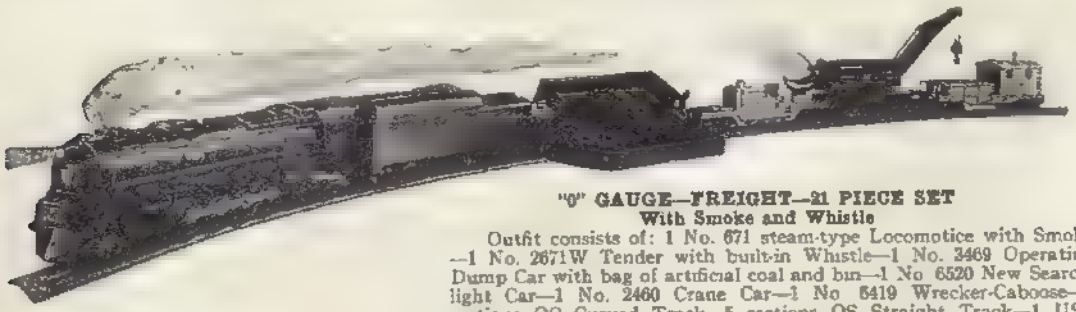


**"0" GAUGE—DIESEL FREIGHT—25 PIECE SET**
**With Built-in Horn**

Outfit includes 1 No 2333 Diesel Locomotive with realistic Horn—1 No. 6555 Oil Car—1 No. 3464 Animated Box Car—1 No 3469 Operating Dump Car with bag of artificial coal and bin 1 No 6520 new Searchlight Car 1 No 6457 Caboose—8 sections OC Curved Track—9 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant Instruction Booklet

**No. 2151W**.....Per set $67.50

One Set in a Box, Two Sets in a Shipping Carton



**"0" GAUGE—FREIGHT—21 PIECE SET**
**With Smoke and Whistle**

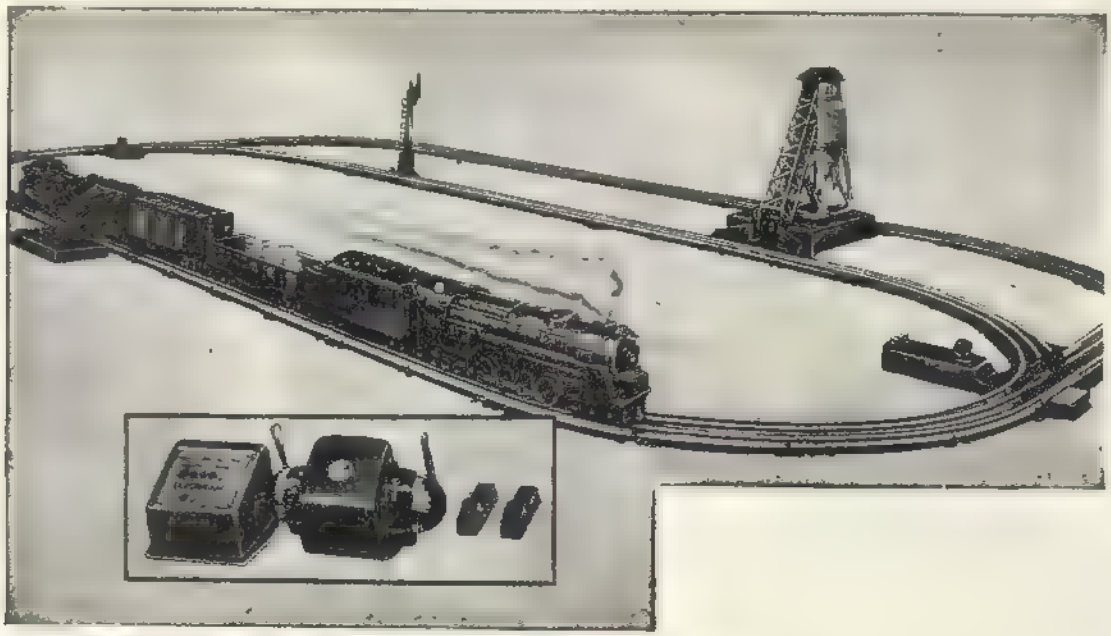
Outfit consists of: 1 No. 671 steam-type Locomotice with Smoke—1 No. 2671W Tender with built-in Whistle—1 No. 3469 Operating Dump Car with bag of artificial coal and bin—1 No 6520 New Searchlight Car—1 No. 2460 Crane Car—1 No 6419 Wrecker-Caboose—8 sections OC Curved Track—5 sections OS Straight Track—1 USC Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 2153WS**.....Per set $60.00

One Set in a Box, Three Sets in a Shipping Carton

## LIONEL "0" GAUGE ELECTRONIC CONTROLLED RAILROAD SYSTEM

A complete miniature Railroad System all ready to set up and operate Four-car freight set is equipped with Lionel Electronic Control which permits uncoupling and unloading at any point on the track layout—without using extra track sections or special wiring Pennsylvania Railroad Steam Turbine Locomotive puffs Smoke Tender blows Whistle In addition to train, this Railroad System includes a 150-Watt Transformer Electronic Control Unit, pair of Remote Control Switches, an automatic Semaphore, a remote control operating Coal Elevator and 30 track sections



Electronic Railroad comprises: 1 No. 671R steam-type Locomotive with Smoke—1 No. 4671W Tender with built-in Whistle—1 No. 4452 Electronic Gondola Car with four barrels—1 No. 4454 Electronic Box Car—1 No. 5459 Electronic Dump Car with bag of artificial coal and bin—1 No. 4357 Electronic Caboose—10 section OC Curved Track—18 sections OS Straight Track—2 ½OS Straight Track, half section—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet—1 No. ECU-50 Electronic Control Unit Instruction Booklet—1 No. ECU-1 Electronic Control Unit—1 VW Transformer—1 pr. 022 remote control Switches—1 No 151 Semaphore—1 No. 97 Coal Elevator

**No. 4110WS** ..... **Per set $199 95**

One Set in a Shipping Carton

**No. ZW**

## LIONEL ELECTRIC TRAIN TRANSFORMERS

### TRAINMASTER

It's almost like being in the cab of a real locomotive when you grip these Engineer-type Throttles and begin rolling your hot-shot freight or fast passenger! Move the throttles slowly forward and your trains pick up speed. Pull them toward you and your Lionel locos slow down for grade crossings or station stops. Now without taking your hand from the Throttles, you can give a blast on the locomotive Whistle or reverse the direction of your trains! With either of these "Trainmasters", Types ZW and VW, up to four trains can be operated at the same time on different layouts! Special winding prevents loss of power when whistle is blown—a new feature! These Lionel Transformers are 1949's biggest news in model railroading!

TYPE ZW, 250 Watt, 115 Volts A.C., 50-60 Cycles

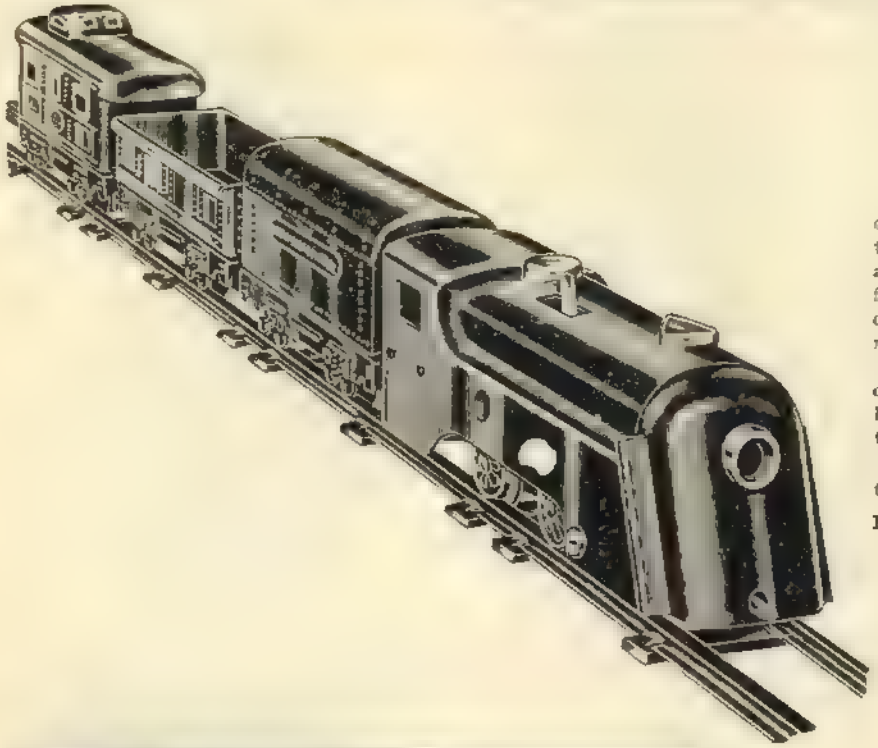
**No. ZW** ..... **Each $25 00**

TYPE VW, 150 Watt, 115 Volts, A.C., 50-60 Cycle, but same as ZW except for wattage. Rated "Standard" by Underwriters' Laboratory. Can also be used on 125 Volt, 50 Cycle current without overheating

**No. VW** ..... **Each $22 95**

Two or Four in a Carton

# MARX MECHANICAL TRAINS



## SPARKLING FREIGHT SPECIAL

A 4-unit Mechanical Freight Set on 10 sections of track. Sparks are emitted from smoke stack as train speeds around track. Locomotive and cars are sturdy and well designed. Constructed of colorful lithographed steel, the strong long-running clockspring motor has a built-in governor which regulates the speed of the train.

Train set consists of the following: 1—Mechanical Locomotive w/sparks. 1—Tender. 1—Gondola. 1—Caboose. 2—Sections of Straight Track. 8—Sections of Curved Track.

Train measures 27" x 36". Circumference of track 102" oval. Train measures 28½" long.

**No. 816** ..... Each $2.98

One Set in Box, Half Dozen in Shipping Carton

## STREAMLINER

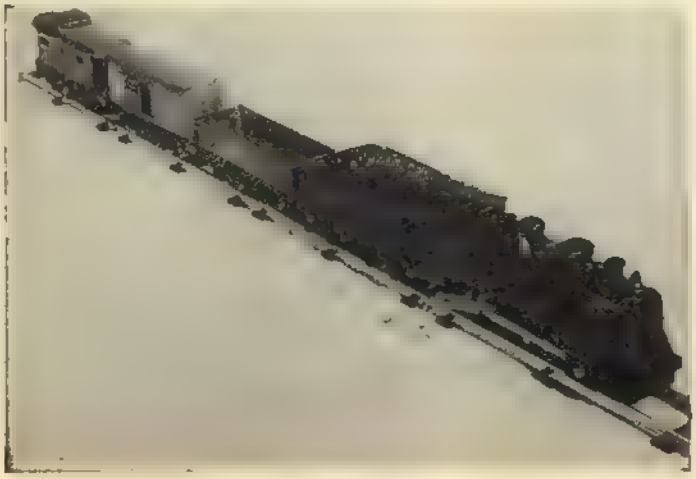
Replica of the famous modern Streamliners. Powered by diesel-type locomotive. Set also contains two center coaches and end coach. Entire unit attractively lithographed and in full detail. Locomotive equipped with brake and also has built-in governor to equalize speed. Bell rings as train speeds around track. Supplied with 14 sections of track.

Train set consists of the following: 1—Mechanical locomotive with bell. 2—Center coaches. 1—Rear coach. 6—Sections straight track. 8—Sections curved track. 1—Winding key. 1—Instruction sheet.

Track measures—27" x 54". Circumference of track—137" oval. Train measures—28¼" long overall.

**No. 759** ..... Each $2.98

One Set in a Box, Half Dozen in Shipping Carton



## SPARKLING FREIGHT

A 5-unit Mechanical Freight Train. Locomotive and tender are constructed of sturdy detailed plastic, and the freight cars are constructed of appropriately lithographed steel. Harmless sparks are emitted from locomotive as train speeds around the track. Locomotive is powered by long running clockspring motor and is equipped with governor and brake.

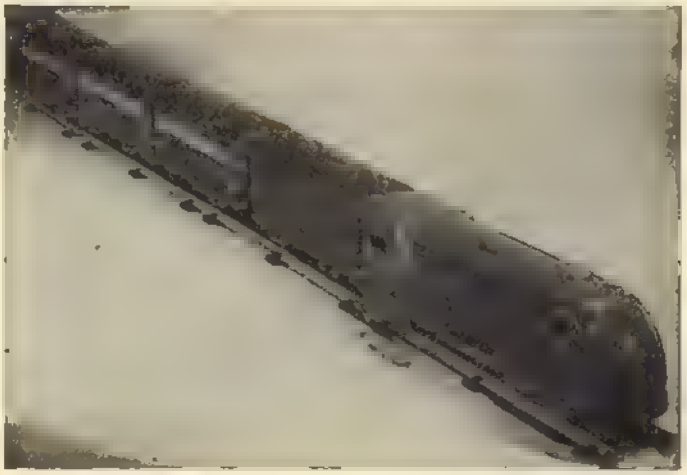
Set consists of the following: 1—Mechanical sparkling plastic locomotive. 1—Plastic tender. 1—Gondola. 1—Cattle car with sliding door. 4—Sections straight track. 8—Sections curved track.

Track measures 27" x 45". Circumference of track—120" oval. Track measures 34" long overall.

**No. 918** ..... Each $3.98

One Set in a Box, Half Dozen in Shipping Carton

# MARX MECHANICAL TRAINS



## WHISTLING PASSENGER

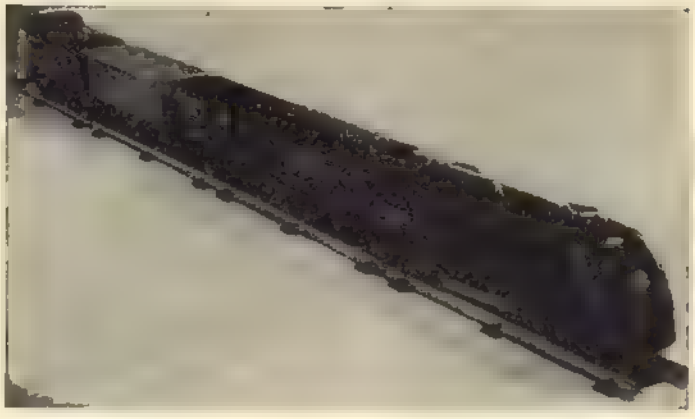
A five unit mechanical passenger train constructed of appropriately lithographed steel. Whistle on locomotive blows loudly as train speeds around track. Locomotive powered by a long running clockspring motor and is equipped with a governor and brake

Train set consists of the following:

1—Mechanical Whistling Locomotive
1—Tender
2—Passenger Cars
1—Observation Car
8—Sections of Straight Track
8—Sections of Curved Track

Track measures 27" x 63"
Circumference of track 155" oval
Train measures 35½" long

**No 975W** .....Each $4 98
One Set in a Box Half Dozen in Shipping Carton



## WHISTLING FREIGHT

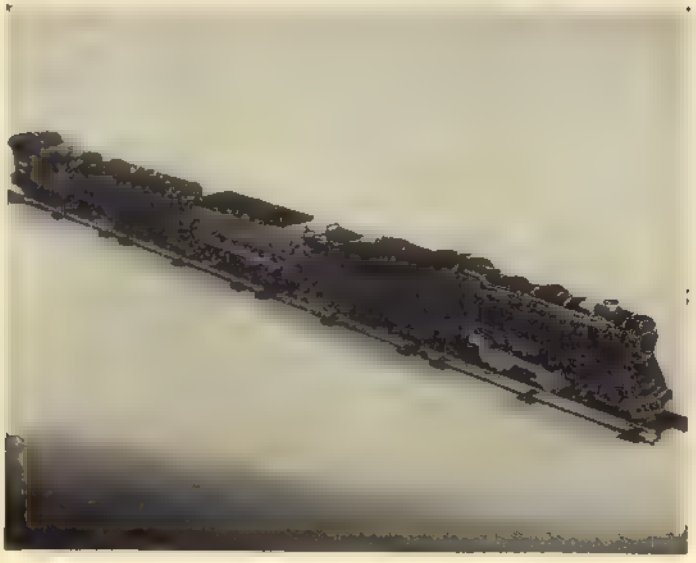
A five-unit mechanical freight train set constructed of appropriately lithographed steel. Whistle on locomotive blows loudly as train speeds around track. Locomotive is powered by a long running clockspring motor and is equipped with a governor and brake

Train set consists of the following:

1 Mechanical Whistling Locomotive
1 Tender
1—High side Gondola
1 Coal Car
1—Caboose
8 Sections of Straight Track
8 Sections of Curved Track

Track measures 27" x 63"
Circumference of track 155" oval
Train measures 35½" long

**No. 965W** .....Each $4 98
One Set in a Box, Half Dozen in Shipping Carton



## REVERSIBLE FREIGHT WITH SWITCHES

A five-unit freight train with a super-powered locomotive driven by a long-running clockspring motor. A simple switch on the locomotive enables the train to operate forward or in reverse. Entire set is well designed and constructed of appropriately lithographed steel

The reversing locomotive and the large track layout with switches provide new and outstanding features giving exceptional play value

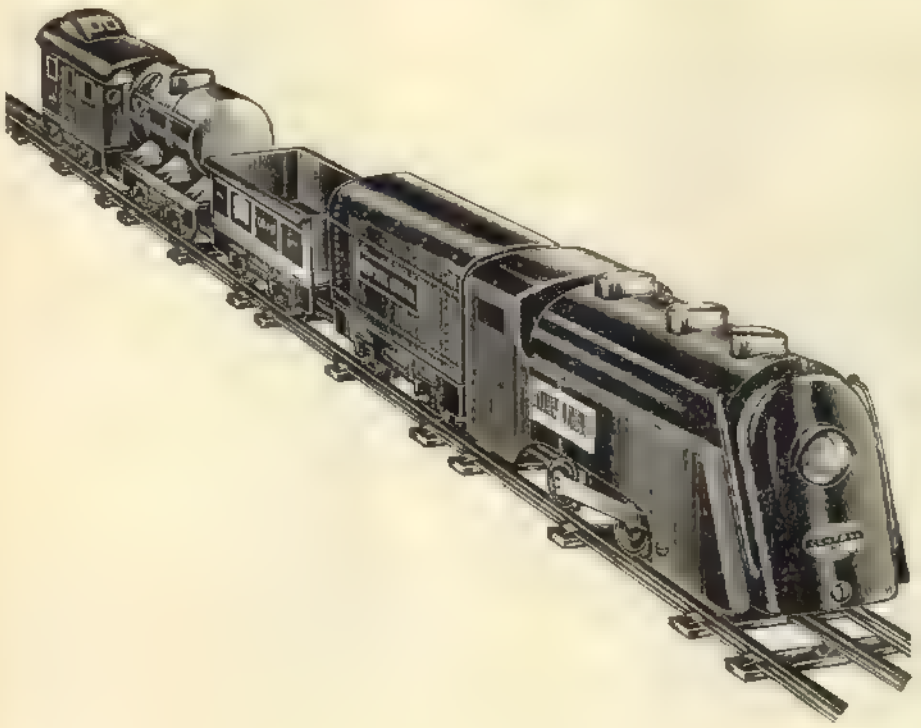
Set consists of the following

1—Reversible Steam-Type Mechanical Locomotive
1—Tender
1—Side Dumping Car
1—Box Car w/Sliding Door
1—Caboose
4—Sections Straight Track
10—Sections Curved Track
1—Pair Switches

Track measures 27" x 54"
Circumference of Track—Outer track 137", inner track 120"
Train measures—35½" long

**No. 1819** .....Each $5.98
One Set in a Box, Half Dozen in Shipping Carton

## MARX ELECTRIC REMOTE CONTROL TRAINS



### FREIGHT

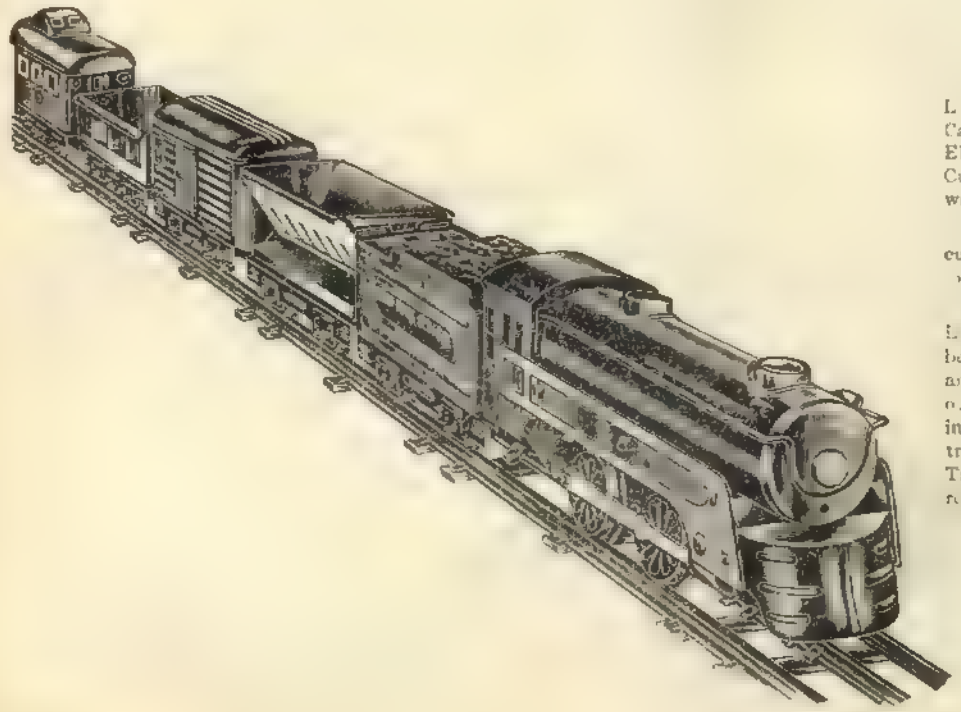
This is a 5-Unit Freight outfit complete in all details. Locomotive has remote control, equipped with oilless bronze bearings, bright headlight, piston rod action and has die-cast wheels. Assortment of freight cars are brightly lithographed and made of steel. Underwriters' approved Transformer is included, together with track connector.

Set consists of: 1 Electric Remote Control Locomotive, 1 Tender, 1 Gondola, 1 Tank Car, 1 Caboose, 2 Sections Electric Straight Track, 8 Sections Electric Curved Track, 1 Underwriters' Approved Transformer.

Track measures 27" x 36". Circumference of track 102". Train measures 35½" long overall.

**No. 3994** . . . . . **Each $14.95**

One Set in a Box, Quarter Dozen in a Carton



### FREIGHT

Set consists of: 1 Electric Remote Control Locomotive, 1 Tender, 1 Gondola, 1 Cattle Car, 1 Side Dump Car, 1 Caboose, 4 sections Electric Straight Track, 12 sections Electric Curved Track, 1 Crossover Section, 1 Underwriters' Approved Transformer.

Track measures 27" x 63" crossover. Circumference of track 176". Train measures 42" long overall.

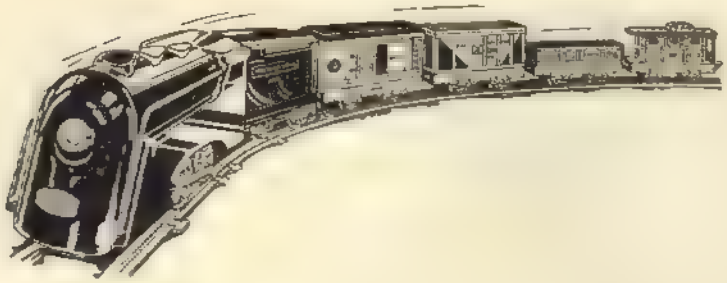
Set consists of an Electric Remote Control Locomotive equipped with oilless bronze bearings, die-cast wheels, piston rod action and bright headlight. An assortment of various freight cars, made of steel and finished in appropriate lithographed design. Speed of train is controlled by Underwriters' Approved Transformer, operating the train forward or reverse at variable speeds.

**No. 4923**. . . . . **Each $12.98**

One Set in a Box, Quarter Dozen in Shipping Carton

## MARX REMOTE CONTROL TRAINS

### FREIGHT TRAIN WITH SWITCHES



Set has remote control locomotive, equipped with oilless bronze bearings, die-cast wheels, piston rod action and bright headlight. The five assorted cars are made of steel and are lithographed in bright colors. Variable speed Underwriters' Approved Transformer also furnished.

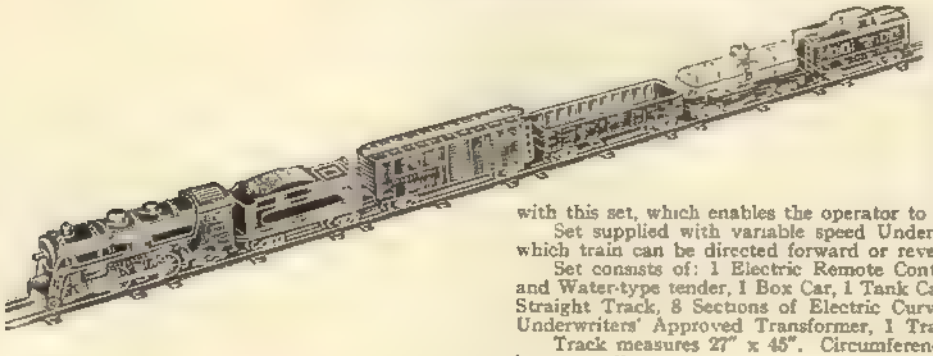
Set consists of: 1 Electric Remote Control Locomotive, 1 Tender, 1 Box Car, 1 Gondola, 1 Tank Car, 1 Caboose, 6 Sections Electric Straight Track, 10 Sections Electric Curved Track, 1 Pair Manually Operated Electric Switches, 1 Underwriters' Approved Transformer.

Track measures 27" x 54". Circumference of outer oval 155", Circumference of inner oval 120". Train measures 42" long overall.

No. 4999 ..... Each $19 95

One Set in a Box, Quarter Dozen in Shipping Carton

### SCALE MODEL CARS AND DIE CAST LOCOMOTIVE, WITH AUTOMATIC COUPLER AND UNCOUPLER FREIGHT SET



This is a 6-Unit Electric Remote Control Train Set powered by a die-cast locomotive equipped with oilless bronze bearings, piston rod action, die-cast wheels and powerful head light. The cars—tender, box car, tank car, gondola and caboose are $\frac{3}{8}$" scale model replicas of modern rolling stock, made of steel and designed in exact lithographed detail. Each car equipped with automatic uncoupling unit. There is an uncoupling ramp supplied with this set, which enables the operator to uncouple the various cars at this given point.

Set supplied with variable speed Underwriters' Approved Transformer, by means of which train can be directed forward or reverse.

Set consists of: 1 Electric Remote Control Die-Cast Locomotive, 1 Scale Model Coal and Water-type tender, 1 Box Car, 1 Tank Car, 1 Gondola, 1 Caboose, 6 Sections of Electric Straight Track, 8 Sections of Electric Curved Track, 1 Uncoupling Ramp with Sign, 1 Underwriters' Approved Transformer, 1 Track Connector.

Track measures 27" x 45". Circumference of Track 137" oval. Train measures 46½" long overall.

No. 26219 ..... Each $21.95

One Set in a Box Quarter Dozen in Shipping Carton

### DELUXE SCALE MODEL AUTOMATIC COUPLER PASSENGER TRAIN

**With Lighted Cars**

Completely new lighted Passenger Electric Train Set with die cast 4-6-2 wheel drive locomotive, die cast tender and three modern lighted passenger cars. The interiors of the car windows are lined with a colored photographic strip which clearly depicts the passengers in various realistic poses. This entirely new feature greatly enhances the beauty and realism of this outstanding electric train. Each car equipped with automatic uncoupling unit. There is an uncoupling ramp supplied with this set which enables the operator to uncouple the various cars at a given point.

Set supplied with variable speed Underwriters' Approved Transformer by means of which train can be directed forward or reverse.

Set consists of: 1—New die cast scale locomotive. 1—Scale die cast tender. 1—Scale lighted passenger car. 1—Scale lighted Astro Dome car. 1—Scale lighted observation car. 8—Wide radius curved track. 7—Sections straight track. 1—Uncoupling ramp w/sign. 1—Underwriters' Approved Transformer.

Train measures 50¼" long. Track measures 69" x 34" wide. Circumference of track—177".

No. 38150 ..... Each $28 00

One Set in a Box, Quarter Dozen in Shipping Carton

# MARX ELECTRIC RAILROAD ACCESSORIES

## ELECTRIC O-GAUGE TRACK

**Straight**

Measures 8⅞" long, tin plate rails with three supporting ties.

**No. 601**—Straight.....Per dozen $2.40

Three Dozen in a Carton

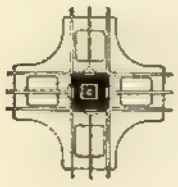
**Curved**

Measures 10½" long, tin plate rails with three supporting ties.

**No. 602**—Curved.....Per dozen $2 40

Three Dozen in a Carton

## ELECTRIC CROSSOVERS

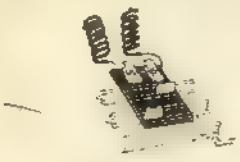


Measures 7½ in. by 7½ in

**No. 607**..... Per dozen $12.00

One Dozen in a Box

## ELECTRIC TRACK CONNECTOR

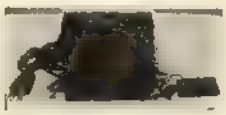


Measures 1¾" long, 1⅛" wide

**No. 600** . ... .... Per Dozen $1 80

Three Dozen in a Carton

## TRANSFORMER



50 Watts, variable speed electric train transformer for 60 cycle AC only. Has two sets of binding posts. One set 12 volts for accessories, the second set 7-13 volts variable speed for train operation. Air cooled base complete with six feet of cord, plug and track connector. Underwriters' approved.

**No. 729**.....Each $4 50

Half Dozen in Shipping Carton

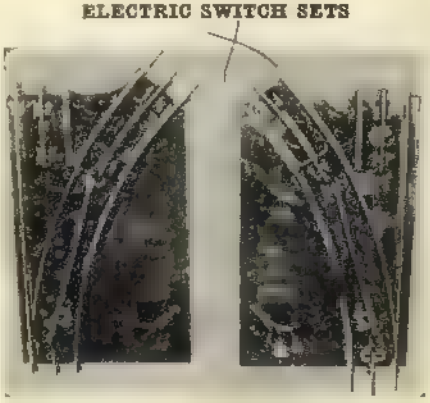
## REMOTE CONTROL ELECTRIC SWITCH SETS

Consists of Switches 1 four button control panel with wires 1 electric remote control left hand switch 1—electric remote control right hand switch.

**No. 1590** .....Per dozen sets $105 00

One Set in a Box, Six Sets in a Carton

## ELECTRIC SWITCH SETS



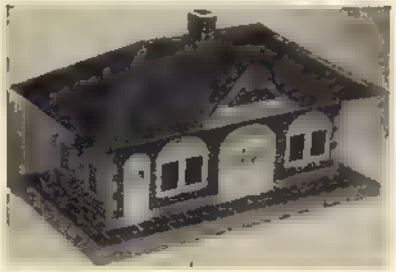
Consists of 1—electric left hand switch manually operated), 1 -electric right hand switch (manually operated). Switches finished in dull black enamel.

**No. 610** ..... .....Per dozen sets $42.00

One Set in a Box, Half Dozen in Shipping Carton

# MARX ELECTRIC RAILROAD ACCESSORIES

## STATION WITH WHISTLE AND LIGHTS



9" long, 5½" wide and 5" high. Press a button and hear the realistic wail of a locomotive whistle as the train speeds down the track. The whistling mechanism is enclosed in an attractive station, authentically designed. Constructed of appropriately lithographed steel. The windows are cut out and covered by a translucent plastic through which the electric light inside the station gleams in a most realistic fashion. The whistle is operated by a remote control panel next to the transformer. Panel, bulb and all necessary wires and connections are included.

**No. 2989** .....Each $6.95
One in a Box, Half Dozen in a Carton

## RAILROAD SIGNAL SET

Add to the play value of your train layout with this attractive, well selected accessory assortment. Consists of the following:
SEMAPHORE—Manually operated, 7⅜" high, base 2¾". Standard and base red enamel, lithographed signal arm. TUNNEL WARNING SIGNAL—7" high, 3¼" wide, base 2¾". Black enamel finish, Rubber fringe on arm overhanging track. R R CAUTION SIGNAL—7⅜" high, base 2¾". Base and standard red enamel, lithographed "automatic" signal. CROSSING GATE. Manually operated 9" long, 8¼" high when gate is raised. Base and standard red enamel. Gate arm conventional black and white stripes. Jeweled reflector on end of arm.

**No. 321** ..... Per set $19.20
Four Accessories in a Box. Half Dozen Sets in Shipping Carton

## ELECTRIC DERRICK LOADER

Measures 7¼ in. long including derrick boom 7⅛" wide, 7⅛" high. Well-made derrick loader which is made to straddle the tracks without interfering with the operation of the train. The derrick is mounted on the top and it can be turned in any direction.

**No 422** .....Per dozen $19.20
Half Dozen in a Carton.

## ELECTRIC SWITCHMAN'S TOWER

Measures 9¼ in. high, base 2¾ in. Attractively designed realistic appearing switchman's tower with light. Complete with bulb and track connector.

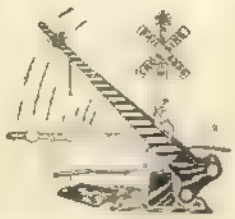
**No. 413** .....Per dozen $19.20
One Dozen in a Carton.

## ELECTRIC AUTOMATIC SEMAPHORE

Measures 9" high, base measures 3" in diameter. Replica of modern automatic semaphore as used on high speed railway systems. Fully automatic, having red, amber and green lights. Equipped with necessary Track Connector and Track Clip. Easily installed.

**No. 439** .....Per dozen $36.00
One in a Box, Half Dozen in a Carton

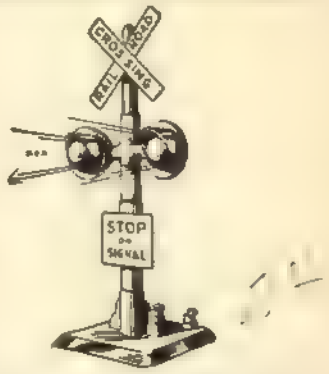
## ELECTRIC AUTOMATIC CROSSING GATE



Measures 7½ in. high, base 2¾ in. square. Gate arm 9 in. long. Black base. Lithographed arm in standard railroad black and white strip design with red jewel at the end of the gate. As train passes gate arm lowers automatically, and raises after train has passed.

**No. 438** ..... Per dozen $24.00
Half Dozen in a Carton

## ELECTRIC AUTOMATIC TWIN FLASHER




Latest type automatic twin light flashing from one side to another as the train passes and lighting alternately. Complete with two bulbs and track connector. 7¾ in. high, 2¾ in. square base.

**No. 423** Per dozen $24.00
Half Dozen in a Carton

## ELECTRIC AUTOMATIC CIRCUIT BREAKER

Measures 4⅝" high, oval base 4½" x 3⅛". Equipped with thermal cutout unit, which automatically shuts off all power and illuminates a red bull's-eye and the words "short circuit" indicating that there is a short circuit on the electric train system, calling the operator's attention to the short circuit. Decal on front of housing showing arrow pointing to reset button and instructions for resetting. Fibre button, located on side, can be reset after the short circuit has been eliminated. This unit should be sold with all electric train sets not equipped with circuit breakers. It eliminates the possibility of burning out the transformer or blowing house fuses.

**No 425** .....Per dozen $30.00
One in a Box, Half Dozen in a Carton

## ELECTRIC AUTOMATIC BELL SIGNAL

Measures 7½" high, base 2¾" square. Railroad Crossing Signal with attractively finished bell and base. Operates directly off track and is complete with all attaching equipment. Bell rings continuously as train approaches and keeps ringing until train has passed intersection.

**No. 418** .....Per dozen $24.00
Packed: Each in Box. Two Dozen in Carton

# MARX ELECTRIC RAILROAD ACCESSORIES

## ELECTRIC AUTOMATIC BLOCK SIGNAL

Measures 6⅝" high with square base 2¾" Automatic Block Signal complete with track connector and bulbs. Train stops on red; proceeds on green. Finished in attractive baked enamel contrasting finishes.

**No. 404** ..... Per dozen $24 00
One Dozen in a Carton

## ELECTRIC SEARCHLIGHT TOWER

Measures 13¼" high, oval base 4¾" x 3¼" Powerful searchlight that turns and tilts in any direction. Mounted on platform atop girder type tower. All steel construction with baked enamel finish. Complete with binding posts and track connector. 12 volt Mazda bulb

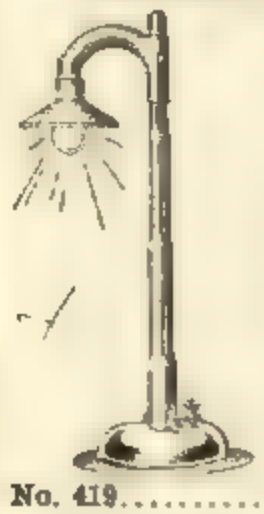
**No. 436** ..... Each $24 00
One in a Box, Half Dozen in Shipping Carton

## ELECTRIC TWIN FLOOD LIGHT TOWER

Measures 11¼" high, base 2¾" square. Newly designed Floodlight Tower with 2 floodlights mounted on girder-type elevated structure

**No. 416**.....Per dozen $19 20
One in a Box, One Dozen in a Carton.

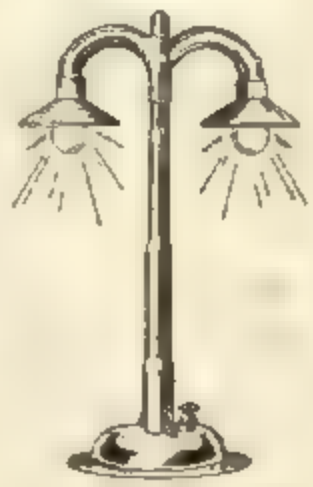
## ELECTRIC SINGLE LAMP POST



Measures 7½" high, 2¾" diameter base
Attractively designed heavy metal single light lamp post. Complete with all attaching equipment

**No. 419**.....Per dozen $15 00
One in a Box, One Dozen in a Carton

## ELECTRIC DOUBLE LAMP POST



Measures 7½" high, base 2¾" in diameter. Newly designed lamp post attractively finished in baked enamel throughout with double light reflectors. Complete with two (2) 12-volt Mazda round frosted bulbs. Track connector

**No. 429.** Per dozen $19.20
Half Dozen to a Carton.

## GIRDER BRIDGE

Measures 12" long, 5⅛" wide, 2" high. Constructed of steel in modern Railroad Girder Bridge design. All details deeply embossed. Finished in black baked enamel with appropriate and authentic railroad marking by means of decalcomanias on both sides.

**No. 1364** ..... Per dozen $12.00
One Dozen in a Carton

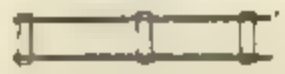
## TRESTLE BRIDGE

Measures 18" long, 5" wide, 6¼" high. All steel, long span R. R. Trestle. Accurately embossed. Baked enamel finish

**No. 1320** ..... Per dozen $18 00
One in a Box, Half Dozen in a Carton

# MARX MECHANICAL RAILROAD ACCESSORIES

## STRAIGHT TRACK



8⅞ In. Long.
Two rails, metal, three supporting ties

**No. 501**.....Per dozen $1.20
Three Dozen in Shipping Carton

## CURVED TRACK

10½ In. Long
Two rails, metal, three supporting ties

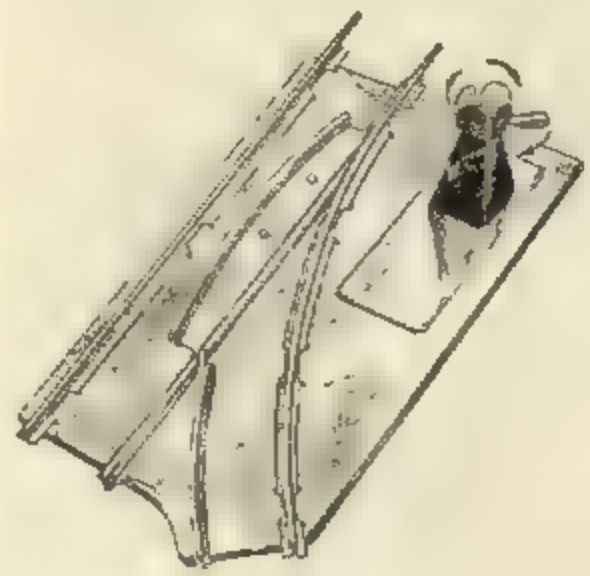
**No. 502** .....Per dozen $1 20
Three Dozen in Shipping Carton

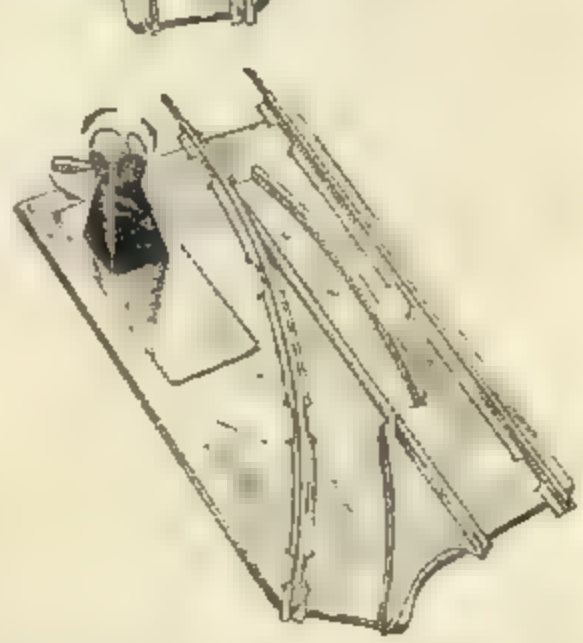
## CROSSOVER TRACK

Mechanical Crossover measures 7⅛ in

**No. 507** .....Per dozen $7 20
One Dozen in Shipping Carton

## RAILROAD SWITCH SET





Consists of: 1 Mechanical left hand switch (manually operated) 1 Mechanical right hand switch (manually operated) Switches finished in dull black enamel

**No. 510** ..... Per dozen $24 00
One Set in a Box, Half Dozen in a Carton

# CHRISTMAS TREE OUTFITS

## PARK SERIES TYPE INDOOR OUTFITS

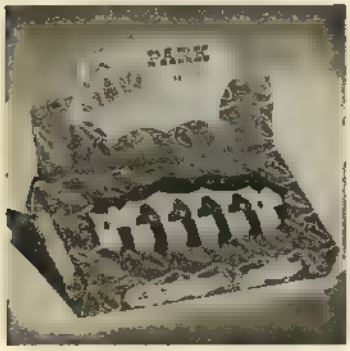
**8-Light Series Type Outfit**

Can be used with multiple burning sets. 15 Volt C-6 Cone shaped lamps in assorted colors.

**No. 606** ..... Per outfit $1.25

One Outfit in a Box, 50 in a Carton

## MULTIPLE TYPE INDOOR OUTFITS



**7-Light Indoor Berry-Bead Outfit**

Equipped with Add-on connector for attaching additional sets. C-7½ lamps burn independently . . . no more searching for the burned out lamp. May be attached to series sets as well.

**No. 707** ..... Per outfit $2.20

One Outfit in a Box, 50 in a Carton.

## OUTDOOR WEATHERPROOF MULTIPLE TYPE OUTFITS

**7 Light Red-Cap Outdoor Outfit**

Wired in multiple. 13½ foot straight line construction. Inside coated C-9½ lamps. Add-on connector.

**No. 907** ..... Per outfit $2 70

One Outfit in a Box, 50 in a Carton

## NOMA SERIES TYPE INDOOR OUTFITS

**8 Light Series Type Outfit**

Tri-plug connection with open outlet for attaching additional sets. Can be used with multiple burning sets. Berry-Beads for easy fastening of lamps to branch of tree. 15 Volt C-6 Cone shaped lamps in assorted colors.

**No. 110** ..... Per outfit $1.35

One Outfit in a Box, 50 in a Carton.

**Nine Bubble-Lite**

Series Type Set. Colorfully lighted glass candles ALIVE with bubbling action. Metal clip makes it easy to fasten to branches of tree. Each lamp is 5" tall. Add-on connector for attaching additional sets. May be used with any type of Christmas tree lighting outfit. 15 Volt lamps 4 foot lead

**No. 509** ..... Per outfit $2.95

One Outfit in a Box, 20 in a Carton.

## MULTIPLE TYPE INDOOR OUTFITS

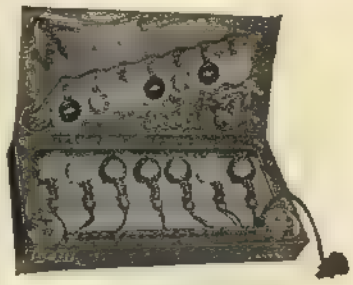
**7 Light Indoor Berry-Bead Outfit**

Equipped with Add-on connector for attaching additional sets. C-7½ lamps burn independently . . . no more searching for the burned out lamp. May be attached to series sets as well

**No. 3010** ..... Per outfit $2.35

One Outfit in a Box, 50 in a Carton.

## NOMA MULTIPLE TYPE INDOOR OUTFITS



**7 Light Glo-Ray Outfit**

Ball shaped G-14 lamps in gay, holiday colors. Look like illuminated crystal ornaments. Brighter gleam. Wired in multiple. Add-on connector for attaching additional sets. Berry-Beads for holding lamps in position.

**No. 3017** ..... Per outfit $2.95

One Outfit in a Box, 25 in a Carton.

**15 Light Indoor Outfit**

The most popular set ever made. Berry Beads make it easy to attach lamps to branches of tree. Wired in multiple. Add-on connector for attaching additional sets or lighting decorations. Assorted C-7½ colored lamps.

**No. 3415** ..... Per outfit $4 95

One Outfit in a Box, 25 in a Carton.

## OUTDOOR WEATHERPROOF MULTIPLE TYPE OUTFITS

**7 Light Red-Cap Outdoor Outfit**

Wired in multiple. Thoroughly weatherproofed. Spring contacts keep lamps tight in sockets. Rubber washers. 13½ foot straight line construction. Inside coated C-9½ Lamps. Add-on connector.

**No. 3005** ..... Per outfit $2 95

One Outfit in a Box, 25 in a Carton.

## CHRISTMAS TREE OUTFITS

**NOMA**

**OUTDOOR WEATHERPROOF MULTIPLE TYPE OUTFITS**

**15 Light Red-Cap Outfit**

Each lamp burns independently . . . if one goes out the others stay lighted. Straight line construction. Inside coated C-9½ lamps. Rubber washers keep out moisture. Spring contacts. Add-on connector. Weatherproof wire

**No. 3215** .....Per outfit $6.25
One Outfit in a Box, 10 in a Carton

## BUBBLE-LITE TREES

**NOMA**

**18" Green Bubble-Lite**

Bright green visca. 9 assorted color candles. Bubbling action. 18" high. Complete with cord.

**No. 501G**—Green .....Each $7.95

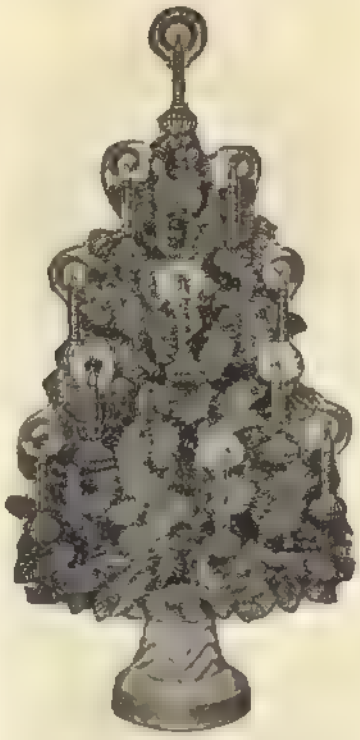
**18" White Bubble-Lite Tree**

Same as No. 501G except is made of white visca

**No. 502W**—White ..... Each $7.95
One in a Carton

## BUBBLE-LITE TREES

**NOMA**



**26" Green Bubble Lite Tree**

Bright green visca. 18 assorted colors Bubble-Lites. Metal frame construction. Will last from season to season.

**No. 503G** Green ..... ...Each $15.95

**26" White Bubble Lite Tree**

Same as No. 503G except is made of white visca

**No. 504W** -White .....Each $15.95
One in a Carton

## CHRISTMAS ORNAMENTS

**NOMA**

**ALL METAL STARS**

Light radiates from outer edge and from slots in center. Red plastic bead. C-7½ lamp, extension cord with tri-plug

**No. 69** .....Each $1.15
One in a Box, 25 in a Carton

## CHRISTMAS ORNAMENTS

**NOMA**

**5 LIGHT MULTIPLE STAR**

8" diameter. Equipped with 120 volt C-7½ Lamps.

**No. 124** .....Each $2.50
One in a Box, 25 in a Carton.

**5 LIGHT STAR**

7" high. C-6 series type lamps. All metal construction. Easy to attach to top of tree. Attachment plug for connecting to series type lighting sets.

**No. 127** .....Each $1.80
One in a Box, 25 in a Carton.

**PLASTIC COLOR POINT STARS**

Sturdy metal and plastic construction. C-7½ lamp. Complete with plug and cord.

**No. 126** .....Each $1.50
One in a Box, 24 in a Carton.

# CHRISTMAS ORNAMENTS

### ILLUMINATED TREE-TOP ANGEL

Beautiful doll like figure. C-7½ Lamp and Noma Halo casts a radiant glow around her silky hair. Complete with cord and plug for attaching to light sets

**No. 700** .....Each $1 75
One in a Box, 24 in a Carton

### ILLUMINATED ALTAR

A 30 watt lamp illuminates candles, chalice and cross.

**No. 600** .....Each $10.00
One in a Carton

### ALL METAL CROSS

Light shines from surrounding edges and through plastic beads. 10" high by 7" wide. C-7½ lamp Cord and plug.

**No. 1201** .....Each $2.00
One in a Box, 24 in a Carton

### NOMA CELLOPHANE WREATH

12" diameter. Crisp bundled red cellophane on wire frame Silver leaf and poinsettia decoration 3½" red candle. C-7½ lamp. Complete with extension cord and plug

**No. 1114** .....Each $0.80
One in a Box, 36 in a Carton.

Same as No 114, but with halo.

**No. 1115** .....Each $0.90
One in a Box, 36 in a Carton

### SILVER HOLLY LEAF WREATH

20" diameter Rigid metal frame. Cluster red leaves and berries. Two way connector plug. 6 foot lead cord. Nine C-6, 15 volt lamps.

**No. 1508** .....Each $8.75
One in a Box, 10 in a Carton.

### MERRY XMAS WREATH

20" diameter. 9 red transulcent bells spell "MERRY XMAS". Nine C-6, 15 volt lamps.

**No. 1509** .....Each $8.45
One in a Box, 10 in a Carton.

Same as No 1509 except equipped with candelabra sockets and C-7½ lamps. (Each lamp burns independently).

**No. 1512** .....Each $10.45
One in a Box, 10 in a Carton

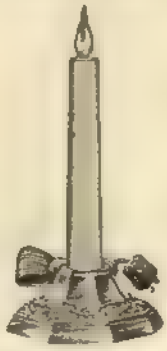
### ILLUMINATED SANTA FACE PLAQUE

Larger than life size, 14" full color. Moulded plastic. Exquisite detail Standard base lamp. Easy to hang on wall or window Extension cord and tri-plug

**No. 551** .....Each $4.95
Six in a Standard Package

# CHRISTMAS CANDOLIERS

### ILLUMINATED TAPERED TRANSLUCENT PLASTIC



Plastic base. Entire candle lights up with warm glow. Realistic plastic flame tip. 1000 hour long life lamp. Tripaug connector. One to display box.

**No. 180** . . . . . Each $1.15

One in a Box, 24 in a Carton

### CHRISTMAS CANDLES

Plated candlestick base. Trimmed with silver leaves, pine spray and poinsettia. C-7½ lamp with Noma Halo device. Add-on connector. Height 10 inches.

**No. 32** . . . . . Each $1.45

One in a Box, 24 in a Carton

### TWO LIGHT CANDOLIER WITH HOLLY SPRAY

Plated base with antique ivory candles. Silver leaves, pine spray, and poinsettia trimming. C-7½ lamps with Noma Halo device for added enchantment. Add-on connector.

**No. 54** ..... Each $2.85

One in a Box, 24 in a Carton

### NOMA 3-LIGHT TAPERED HALO GLOW CANDOLIER

Three beautifully tapered candles in a simple but smart wood base. C7-½ Lamps with Noma Halos create an air of lighted charm.

**No. 164** ..... Each $3.45

One in a Box, One Dozen in a Carton

### SEVEN LIGHT HALO CANDOLIER

Tapered candles set in an attractive wood base. C-7½ Lamps and Noma Halo device impart a warm glow. Silver leaves, berries and poinsettia trimming. A beautiful decoration for the window, table or mantle.

**No. 198** ..... Each $6.75

One in a Box, Six in a Carton.

### EIGHT LIGHT CANDLE DISPLAY

Ivory drip candles with metal base. C-6 Lamps and Add-on connector for attaching other illuminated decorations.

**No. 198** ..... Each $3.75

One in a Box, Ten in a Carton.

### EIGHT LIGHT HALO CANDLE DISPLAY

Ivory drip candles with metal base. C-6 Lamps and Noma Halos. Add-on connector for attaching other illuminated decorations.

**No. 178** ..... Each $3.75

One in a Box, Ten in a Carton.

### EIGHT LIGHT MULTIPLE BURNING CANDLE DISPLAY

Ivory drip candles with metal base, C-7½ lamps. Add-on connector for attaching other illuminated decoration.

**No. 200** ..... Each $4.50

One in a Box, Ten in a Carton

### EIGHT LIGHT MULTIPLE BURNING CANDLE DISPLAY WITH HALOS

Ivory drip candles with metal base. C-7½ multiple lamps and Noma halos. Add-on connector for attaching other illuminated decoration.

**No. 201** ..... Each $4.95

One in a Box, Ten in a Carton

# CHRISTMAS TREE LAMPS

### G. E. MAZDA LAMPS
Series Type

**Assortment of One Hundred**

Contains one hundred C-6 15-volt Mazda lamps in assorted colors packed in a counter display box.

**No. C6A** .... .... ..... Per 1000 $70.00
100 Assorted in a Box.

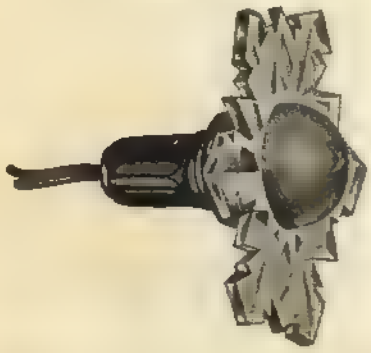
### EXTRA MAZDA LAMPS, No. C6

15-volt Mazda miniature base series type Christmas tree lamps.

**No. C6R—Red**
**No. C6G—Green**
**No. C6B—Blue**
**No. C6O—Orange**
**No. C6W—White**

Per 1000 ..... .....$70.00
10 of a Color in a Box, 1000 in a Carton.

### SNO-GEM LAMPS



Brilliant crystal clear Sno-Gems with 15-volt lamps. Assorted colored centers

**No. 430** ... . ..... . . . .Each $0.22
8 in a Box, 160 in a Carton

### BUBBLE-LITE LAMPS

Series type miniature base lamp. Includes metal clip for fastening lamp upright on tree, glass candle-tube and plastic housing

**No 421** ..... . ... .Each $0.22
Packed 10 in a Box

### TRANSLUCENT PLASTIC CANDLE LITES

Series type 15-volt lamps, assorted colors. Plastic flame tip

**No. 433** . .. . . .Each $0.35
10 in a Box, 200 in a Carton

### PLASTIC SANTA FIGURE LAMPS

Series type miniature base 15-volt lamps
**No. 41** . .... ... ... .....Each $0.22
10 in a Box, 200 in a Carton

### SNO-MAN PLASTIC FIGURE LAMPS

Series type miniature base 15-volt lamps

**No. 42** . . Each $0 22
20 in a Box, 200 in a Carton

### G. E. MAZDA LAMPS
Multiple Type

**Assortment of Twenty-five**

120-volt, 7-watt new Mazda candelabra base Christmas tree lamps for use on multiple sets. Each lamp burns independently.

The assortment consists of twenty-five C7½ Mazda lamps, in a display box. Five lamps each of the following colors: Red, green, blue, orange and white.

**No. C7½A** .... ... ..... Per 1000 $120 00
25 Assorted in a Box, 500 in a Carton

### EXTRA MAZDA LAMPS, No. C7½

120-volt, 7-watt new Mazda candelabra base Christmas tree lamps, for use on multiple sets. Each lamp burns independently.

Packed ten of red, white, green, orange or blue to a box—100 to carton

**No. C7½R—Red**
**No. C7½G—Green**
**No. C7½B—Blue**
**No. C7½O—Orange**
**No. C7½W—White**

Per 1000 .. . .. ... . . . $120.00
10 of a Color in a Box, 500 in a Carton

## CHRISTMAS TREE LAMPS

### G E. MAZDA LAMPS
Multiple Type

Assortment of Twenty-five

120-volt, 10-watt Mazda intermediate base Christmas tree lamps. Colored on inside of glass to protect color from scratching and fading when used out doors. The assortment consists of twenty-five C9½ lamps, in a display box. Five lamps each of the following colors: Red, green, blue, orange and white.

**No. C9½A** ..... Per 1000 $150.00
25 Assorted in a Box, 500 in a Carton

### EXTRA MAZDA LAMPS, NO. C9½

120-volt, 10-watt Mazda intermediate base Christmas tree lamps. Colored on inside of glass to protect color from scratching and fading when used outdoors

**No. C9½R—Red**
**No. C9½G—Green**
**No. C9½B—Blue**
**No. C9½O—Orange**
**No. C9½W—White**

Per 1000 ..... $150.00
10 of a Color in a Box, 500 in a Carton.

### MULTIPLE TYPE
G14 Lamps

120 volt candelabra base, ball shaped lamps for use with multiple burning sets. When one lamp burns out the others stay lighted.

**No. G14R—Red**
**No. G14G—Green**
**No. G14B—Blue**
**No. G14O—Orange**
**No. G14W—White**

Per 1000 ..... $200.00
10 of a Color in a Box, 500 in a Carton

### BUBBLE-LITE LAMPS

Multiple Bubble-Lite with 1000 hour life Most effective when used as replacement for candelabra base Christmas tree lamps. Ten assorted colors in a display package

**No. 520** ..... Each $0.32
10 in a Package, 100 in a Carton

### LAMP HALOS
Noma

To fit C-7½ lamps. Circle the lamp with a radiant glow. Practically indestructible plastic. Adds new life to the lamps 25 Halos to display box.

**No. 2007** ..... Per box (25) $1.50
Two Dozen Boxes in a Carton.

To fit C-6 lamps. 25 to display box.
**No. 2009** ..... Per box (25) $1.50
Two Dozen Boxes in a Carton.

### PUSH-OVER REFLECTORS
National Tinsel

Brilliant metal foil push over reflectors made of bright aluminum foil makes the light a glowing mass of color on the tree Packed 8 reflectors to a box

**No. 582** Per dozen boxes (8) $4.80
One Dozen Boxes in a Carton.

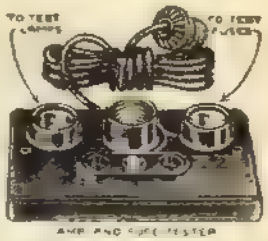
## CHRISTMAS DECORATIONS

### TWIN HOOKS
National Tinsel

Ornament hangers put up 50 hooks in a decorated box. The hooks are made of bright galvanized wire.

**No. 142** Per dozen boxes $0.60
Three Dozen Boxes in a Carton.

### LAMP AND FUSE TESTER
Noma



An instrument for testing indicator lamps, 120 volt standard base lamps, plug fuses, miniature candelabra and intermediate base lamps and miniature auto lamps. Prefocused and double filament auto lamps, single and double contact auto lamps, low candle power and high candle power auto lamps. Full directions for operating included.

**No. 1175** ..... Each $6.00
One in a Box

### ARTIFICIAL CHRISTMAS SNOW

Mica Snow contains 4 oz. of white mica flakes in a fancy lithographed box filled air tight to prevent leakage

**No. 40** ..... Per dozen boxes $0.96
Six Dozen in a Carton

### HOLIDAY SNOW
Paper Novelty

Soft fluffy white snow flakes adheres readily to tree and is easily cleaned up

**No. 0012** ..... Per dozen $1.20
Twelve Dozen in a Carton

# CHRISTMAS DECORATIONS

## TINSEL GARLANDS
Garland National

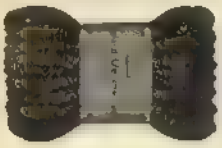
Silver Tinsel Garlands, ⅝", put up 12' on a card, each card banded showing the length

**No. 405** .. . . . Per dozen cards $1.60
Two Dozen Cards in a Box.

Silver Tinsel Garlands, ¾", put up 15' on a card, each card banded showing the length

**No. 606** ... ..... . Per dozen cards $3.00
One Dozen Cards in a Box

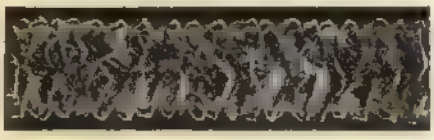
## NOVELTY PAPER ROPING



Red Paper Roping, 1" wide, put up 40' in a skein, each skein is banded showing the length.

**No. P40** .. ... .... Per dozen skeins $3.00
Three Dozen Skeins in a Carton

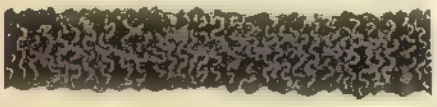
## CELLOPHANE ROPING



Cellophane Roping is made of red cellophane, 1" wide, put up 20' in a hank, every hank is banded showing the length.

**No. FC20** .....Per dozen hanks $3.00
Three Dozen Hanks in a Carton.

## ALUMINUM METAL ROPING



Aluminum metal roping, ⅛ in. wide, put up in 14 feet in a skein, every skein is banded showing the length Non-tarnishing

**No. F14** Per dozen hanks $3.00
Three Dozen Hanks in a Carton

## ANGEL HAIR

Angel Hair contains ⅜ oz. of white spun glass put up in a fancy lithographed box with a window showing the contents. The skein is tied to prevent tangling

**No. 227** .....Per dozen boxes $1.20
One Gross in a Carton.

## SPIRAL ICICLES

Glistening spiral tinsel icicles produce a real icicle effect. Packed 6 icicles in a window display box. The box is partitioned to prevent tangling

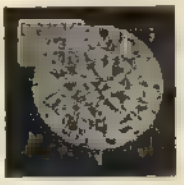
**No. 406** ... .... ... Per dozen boxes $1.20
Two Dozen Boxes in a Carton

## LEAD FOIL ICICLES

Lead foil icicles, length 18 inches Approximate weight ¾ oz. Icicles made of lead foil draped over a card to prevent tangling

**No. 75** . ....Per dozen boxes $1.20
Twelve Dozen Boxes in a Carton

## FOIL BALLS



Foil Balls are made of bright aluminum foil 2½" in diameter

**No. 253** 2½ in. ..... .....Per dozen $0.60
Two Dozen in a Box.

Foil Balls are made of bright aluminum foil 4" in diameter and packed 1 dozen balls assorted and solid silver in a partitioned box to prevent crushing

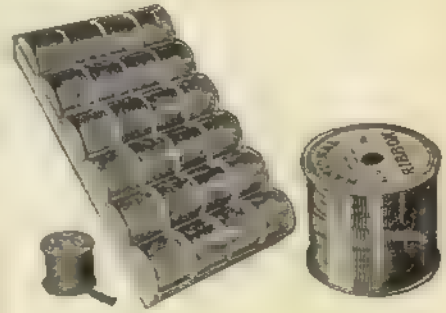
**No. 260** 4 in. .....Per dozen $1.20
One Dozen Assorted in a Box.

## TINSEL CORD

Tinsel Cord Cabinet contains 36 balls of fancy tinsel cord, 125' on a ball packed in a fancy display box containing 18 balls of red and silver, 6 balls of green and silver, 6 balls of blue and silver and 6 balls of red and green combination with silver. Every ball is banded showing the length

**No. 14** ..... Per cabinet $3.25
One Cabinet in a Carton

## CELLOPHANE RIBBON



Ribbon Assortment contains 24 spools of ¼" wide ribbon. Each cabinet contains 18 spools of red and 6 spools of green ribbon 60' spools. Every spool is labeled showing the length of the ribbon and has folded edges to prevent tearing

**No. 3** Per cabinet $2.25
One Cabinet in a Carton

## NATTI-TYE RIBBON

Cabinet Assortment contains 24 spools of ⅛" wide natti-tye ribbon. This is a solid cotton ribbon crimped and put up 40' on a spool. Every spool is labeled showing the length. The assortment contains 12 spools red, 4 green and 4 blue and 4 spools striped packed in a display cabinet. This ribbon will curl when drawn over a blunt edge.

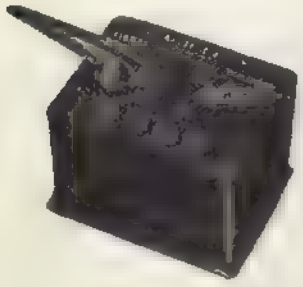
**No. 60** ... ..... ... . Per cabinet $2.35
One Cabinet in a Carton

## LIONEL ELECTRIC TRAIN TRANSFORMERS

**No RW**

TYPE RW, 110 Watt, 115 Volts A.C., 60 Cycles. A new Multi-Control "Trainmaster", featuring variable voltage Speed Control Throttle. Built-in Whistle and Reversing buttons. Two voltage ranges, one high and one low. Heavy welded steel case

**No. RW**.....Each $13.95
Six in a Carton



**No. 1033**

TYPE 1033, 90 Watt, 115 Volts A.C., 60 Cycles. Has new easy-to-grip Speed Control Throttle for operation of train. Whistle can be blown or Locomotive reversed by means of lever at left. Designed for cool running. Has built-in circuit breaker, four binding posts. Permanent finish case

**No. 1033**.....Each $10.95
Six in a Carton

## LIONEL 027 GAUGE TRACK AND SWITCHES

### CURVED AND STRAIGHT TRACK

Straight Track is 8⅞ in. long, Curved Track is 9½ in. long

**No. 1018**—Straight Track.....Each $0.25
**No. 1013**—Curved Track.....Each .25
100 Pieces in a Carton

**No. 313-32**—Fibre Pins.....Each .05
**No. 1013-17**—Steel Pins.....Per dozen .10
Twelve Dozen in a Carton

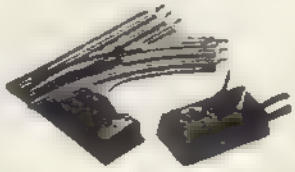
### 90° CROSSOVER

**No. 1021**.....Each $1.75

### MANUAL SWITCHES

**No. 1024**.....Per pair $5.00
Twelve Pair in a Carton

### ELECTRIC REMOTE CONTROL SWITCHES



**No. 1121**.....Per pair $10.95
Twelve Pair in a Carton

### MAGNETIC TRACK SET

**No. 6019**.....Each $2.75
Twelve in a Carton

### LOCKON

For 027 or 0 Gauge

**No. CTC**.....Each $0.40
Twelve in a Carton

### ILLUMINATED BUMPER

For 027 or 0 Gauge

**No. 26**.....Each $0.40
Twelve in a Carton

## LIONEL "0" GAUGE TRACK AND SWITCHES

### CURVED AND STRAIGHT TRACK

Curved and Straight Track. Running rails have doubled, turn-back flanges for extra strength. Perfectly insulated. Half sections of both straight and curved track can be used for layouts requiring short lengths

| Nos. | Each |
|---|---|
| **OC**—Curved Track (10⅝" long) | $0.30 |
| **OS**—Straight Track (10" long) | .30 |
| **½OC**—Half Section Curved Track | .30 |
| **½OS**—Half Section, Straight Track | .30 |

100 Sections in a Carton

**OC 18**—Steel Pins..Per dozen .10
**011-11**—Fibre Pins..Each .05
Twelve in a Carton

### 45° AND 90° CROSSOVER

45-degree Crossover. Solid bakelite center block, steel base. Interesting accessory

**No. 020X**—45°.....Each $2.75
Six in a Carton

90-degree Crossover. Cross rails are mounted on an ornamental steel base, beautifully enameled. Solid bakelite center block prevents short circuits. An invaluable accessory for any model pike

**No. 020**—90°.....Each $2.50
Twelve in a Carton

### MANUAL SWITCHES

Manual Switches. Heavy base locks rails securely in position. Lever on control unit turns swivel rail and signal lamp simultaneously

**No. 042**.....Per pair $10.00
Six Pair in a Carton

### ELECTRIC REMOTE CONTROL SWITCHES

**No. 022**.....Per pair $18.75
Six Pair in a Carton

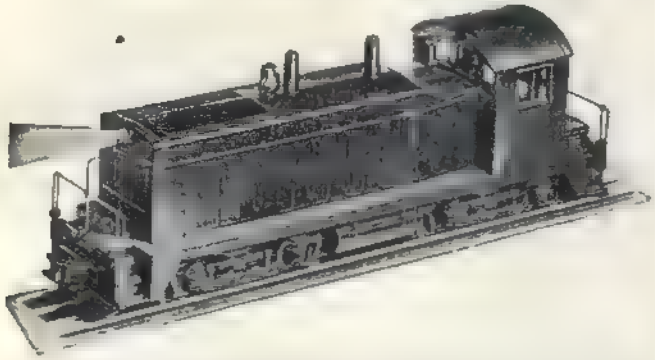
### REMOTE CONTROL TRACK SET

**No. UCS**.....Each $3.00
Twelve in a Carton

## LIONEL ELECTRIC TRAIN EQUIPMENT

For 027 and "0" Gauge

### G.M. DIESEL SWITCHER WITH BUILT IN HORN



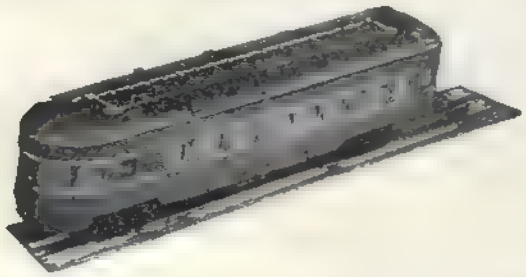
Scale model of the famous General Motors Switcher. This beautiful model is equipped with electro-magnetic couplers at both ends as well as with electric lights at both ends, and illuminated running lights at the front end. Powerful worm drive precision-built electric motor permits most operation at slow speed without stalling or hesitating. The motor is controlled by the famous Lionel three-way reversing unit. Runs equally well on 0 gauge and 027 track. Richly enamelled in two-tones and fitted with stainless steel hand-rails and stanchions

**No. 622** .....Each $29.50

Six in a Shipping Carton

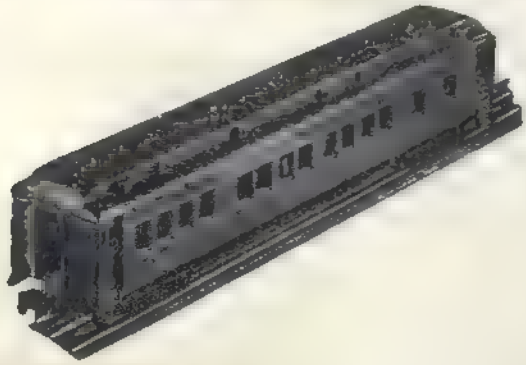
### STREAMLINE PULLMAN

**No. 2400**—"Maplewood"—Length 11¾ in. .....Each $7.00
**No. 2402**—"Chatham"—Length 11¾ in. .....Each 7.00



**No. 2401**—"Hillside"—Length 11½ in. .....Each $7.00

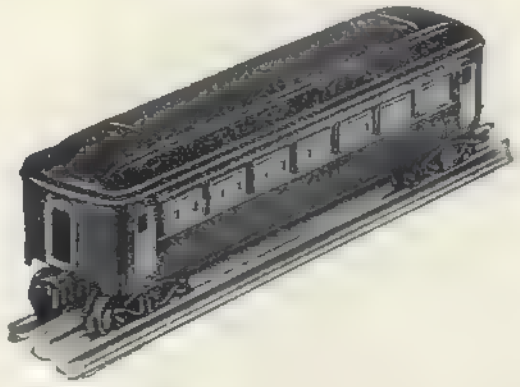
### ILLUMINATED PULLMAN



**No. 2625** Lexington—Length 14½ in. .....Each $10.00
**No. 2627** Madison—Length 14½ in. .....Each 10.00
**No. 2628** Manhattan—Length 14½ in. .....Each 10.00

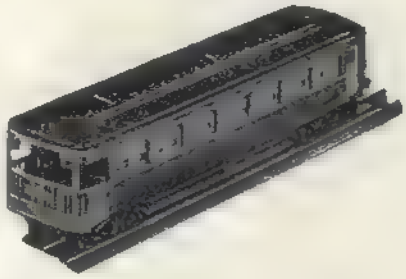
All Above Twelve in a Carton

### ILLUMINATED PULLMAN



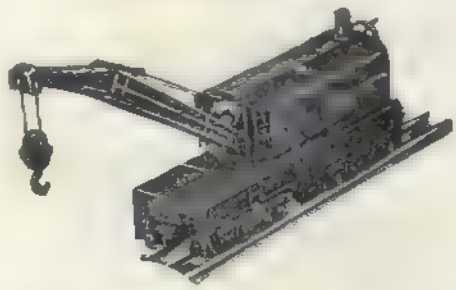
**No. 6442**—Pullman—Length 10½ in. .....Each $4.50

### ILLUMINATION OBSERVATION



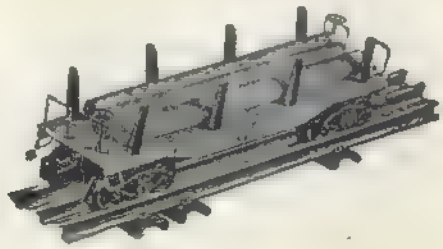
**No. 6443**—Observation—Length 10 in. .....Each $4.50

### OPERATING CRANE CAR



**No. 2460** Crane Car—Length 8¾ in. .....Each $9.75

### FLAT CAR



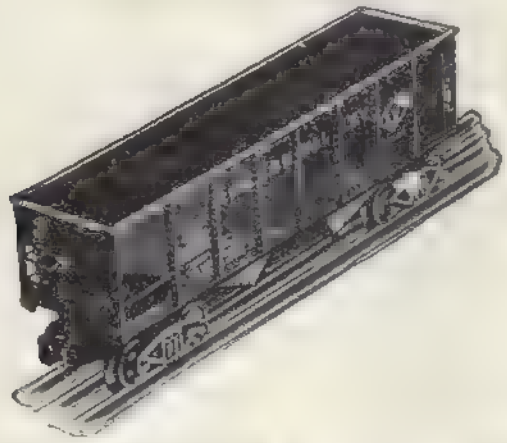
**No. 6411** Flat Car—Length 9 in. .....Each $3.75

All Above Twelve in a Carton

## LIONEL ELECTRIC SCALE DETAILED CARS

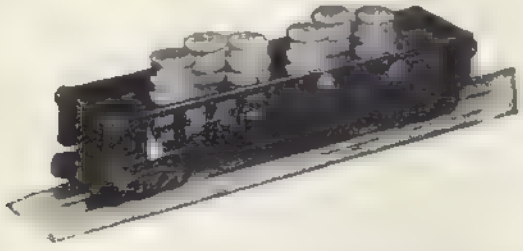
For 027 and "O" Gauge

### LEHIGH VALLEY HOPPER CAR



No. 6456—Hopper Car—Lengths 9½ in. .....Each $4.25

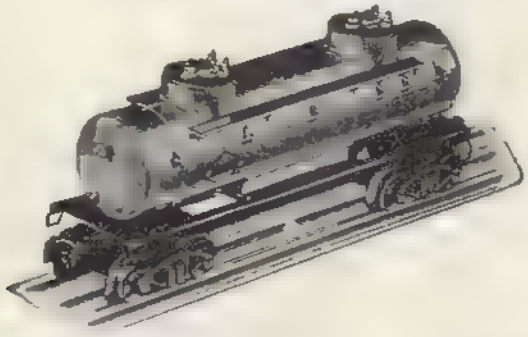
### GONDOLA CAR



The newly designed gondola (9½ inches long), patterned after the latest all-steel cars used by the major railroads, more intricately detailed than any previous car of its type, with all structural details finely reproduced. The length of 9½" makes it the longest freight car in the line. Furnished complete with six barrels

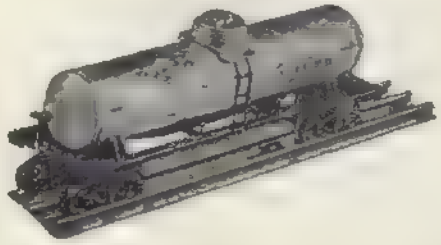
No. 6462—Gondola Car—Length 9½ in.....Each $4 50

### DOUBLE-DOME OIL CAR



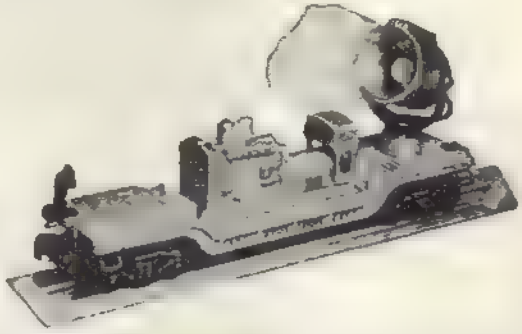
No. 6465—Oil Car—Length 9 in.....Each $4 00

### SINGLE-DOME OIL CAR



No. 6555—Oil Car—Length 10½ in. .....Each $4.75

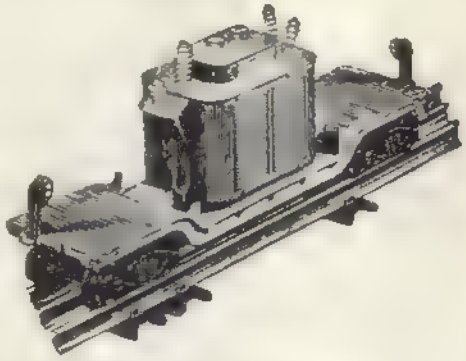
### SEARCHLIGHT CAR



This car consists of a machinery car underslung frame, die-cast in zinc alloy, and mounts a powerful searchlight which swivels freely in two directions. The light can be turned on and off by remote control as it passes over the special 6019 or UCS track section. In the center of the car there is a replica of the famous General Motors diesel generating set

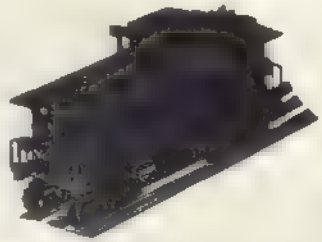
No. 6520—Searchlight Car—Length 10 in.....Each $6 50

### TRANSFORMER CAR



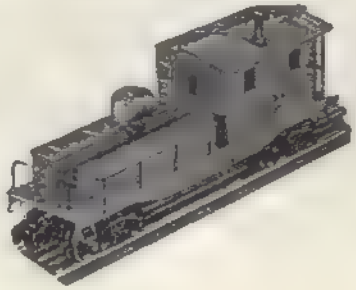
No. 6461—Transformer Car—Length 10 in. .....Each $4 50

### ILLUMINATED CABOOSE



No. 6457—Caboose—Length 7¼ in. .....Each $4 50

### WRECKER-CABOOSE

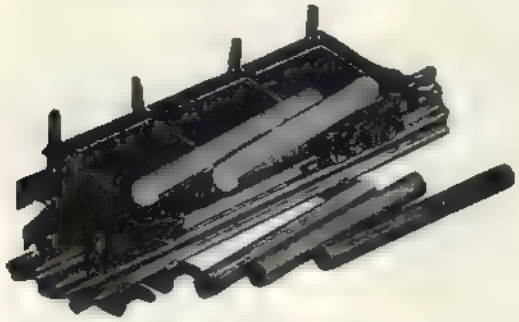


No. 6420—Wrecker-Caboose—Length 9¾ in.....Each $6 50

All Above Twelve in a Carton

## LIONEL ELECTRIC TRAIN EQUIPMENT

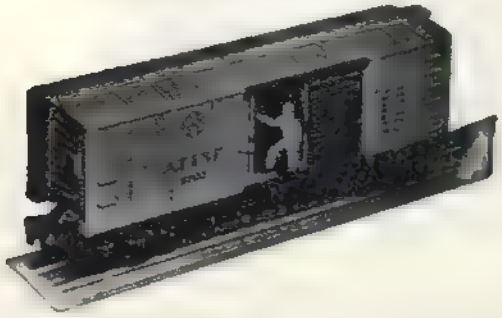
### AUTOMATIC OPERATING LUMBER CAR



An automatic car remotely controlled by a button which dumps the car when it is over a special section of track. An ingenious device that adds realism to any railroad system

**No. 3461**—Lumber Car—Length 9½ in..... .....Each $6 50
Twelve in a Carton

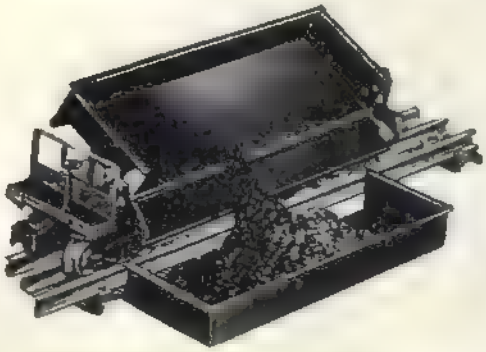
### AUTOMATIC ANIMATED BOX CAR



A semi-automatic accessory in which a figure concealed within the car "pushes" open the sliding door of the car and appears at the entrance. This action is obtained by pressing the button controlling the 6019 track or the new UCS track. The power is derived from the magnet in the road bed ordinarily used to actuate the new magnetic couplers. The mechanism is restored to its initial position, manually, by simply sliding close the freight car door

**No. 3464**—Box Car—Length 9¼ in..... .....Each $5 00
Twelve in a Carton

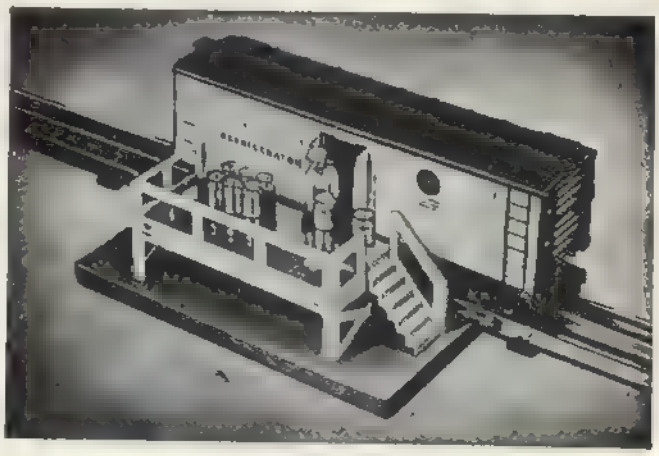
### AUTOMATIC OPERATING ORE DUMP CAR



An automatic car remotely controlled by a button which dumps the car when it is over a special section of track. The car returns to a normal position when the control button is released

**No. 3469**—Ore Dump Car—Length 9½ in.....Each $7.75
Twelve in a Carton

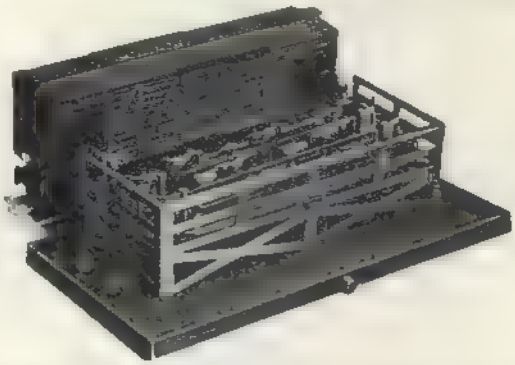
### AUTOMATIC OPERATING MILK CAR WITH PLATFORM



One of the most remarkable automatic cars ever made. Eight miniature milk cans load through a roof hatch and, at each touch of the remote control button, the door opens and milkman pops out to deliver a milk can to the platform. Car is handsomely finished in white enamel and has complete detailing. Platform is made of heavy-gauge steel

**No. 3472**—Milk Car—Car length 9 in..... .....Each $9 50
Twelve in a Carton

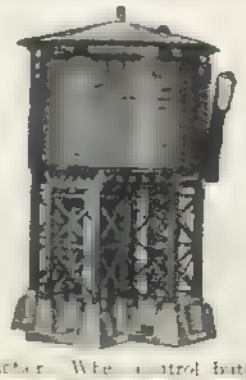
### AUTOMATIC OPERATING CATTLE CAR AND PLATFORM



Brand new automatic cattle car and corral type platform. A most ingenious device that permits the cattle to move in and out of the car from the corral. Action is controlled by single push button. Very colorful and exciting

**No. 3656** Cattle Car..... Each $14 50
Twelve in a Carton

### AUTOMATIC WATER TOWER

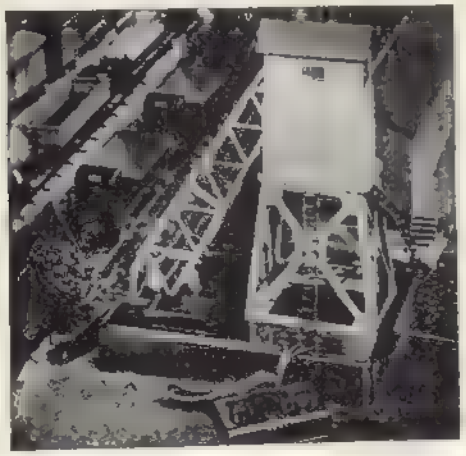


Most ingenious action. When control button is pressed, spout lowers over waiting car. Spout holds in lowered position when button is released. Tank made of translucent polystyrene

**No. 30**—Water Tower..... Each $7 95
Six in a Carton

## LIONEL ELECTRIC TRAIN EQUIPMENT

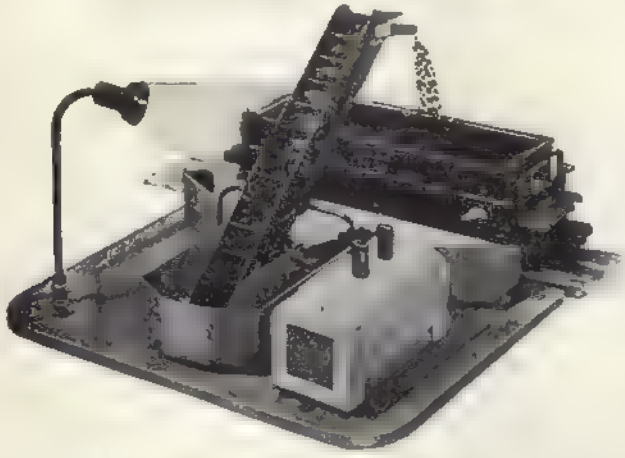
### AUTOMATIC COAL ELEVATOR



Buckets on endless chain carry artificial coal to bunker, where contents are tipped into loft. At touch of button, gate opens and coal pours down chute into waiting car. Height 12"

**No. 97**—Coal Elevator—Height 12 in. . . . . Each $15.75
Four in a Carton

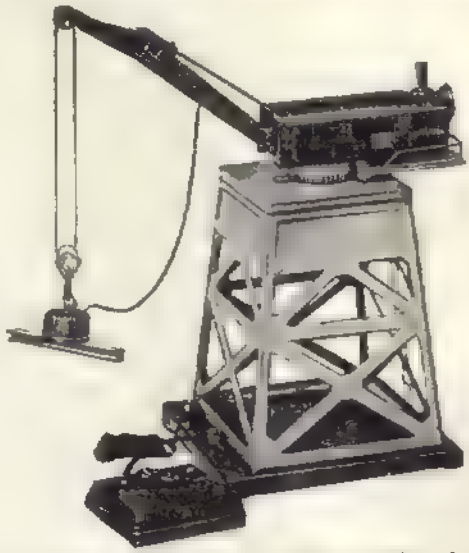
### AUTOMATIC CONVEYOR COAL LOADER



One of the most unusual accessories ever created and brand-new this year! Coal car can be called and unloaded from the same track by remote control. Switches, sidings, extra track, etc., are unnecessary. When coal is dumped from car, it is fed to conveyor by means of an ingenious vibrating motion. Rubber buckets, near a rubber endless belt pick up coal and carry it to the top, from which point it tips into the waiting car. Motor is encased in accurately designed Diesel type housing. Heavy cast base. A high-detail accessory.

**No. 397**—Conveyor Coal Loader . . . . . Each $11.95
Six in a Carton

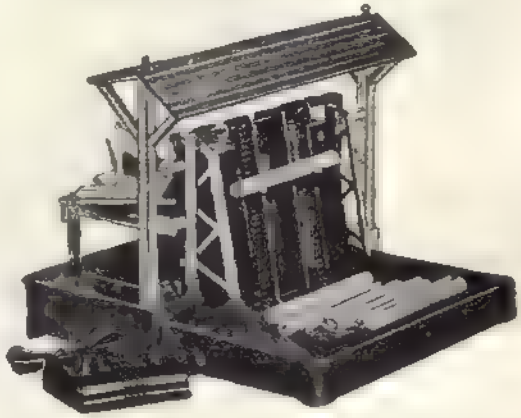
### AUTOMATIC TRIPLE ACTION MAGNET CRANE



Motor operates winch to raise and lower hook and tackle. Another action swings derrick in 360-degree circle either direction. Wheel at rear of cab raises or lowers boom. Energized magnet picks up steel scrap. Illuminated cab. Height 10". Base 6" x 6½". Scrap and bin included.

**No. 182**—Crane . . . . . Each $19.95
Four in a Carton

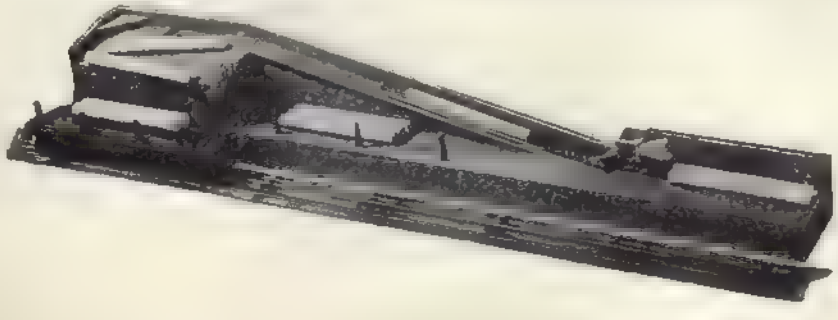
### AUTOMATIC ELECTRIC LOG LOADER



Hooks on a revolving, endless chain lift logs from trough to the elevated loading platform. When control button is pressed, lumber tumbles into car on tracks below. Dimensions 9" high, 11¼" wide, 10¾" long. Logs, controller, wires included.

**No. 164**—Log Loader . . . . . Each $21.50
Four in a Carton

### AUTOMATIC CONVEYOR LUMBER LOADER

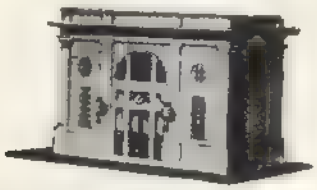


One of the finest Lionel accessories, completely automatic in operation. Logs are unloaded into bin and carried to upper platform on new-type endless belt, where they are emptied by remote control into the lumber car standing in readiness. Entire operation completed on same track—need for sidings eliminated. Conveyor belt has automatic take-up, keeping it taut at all times. Red-green signal lamp illuminated. An extra heavy, all steel accessory.

**No. 364**—Automatic Conveyor Lumber Loader . . . . . Each $12.50
Six in a Carton

# LIONEL ELECTRIC TRAIN EQUIPMENT

### AUTOMATIC STOP STATION

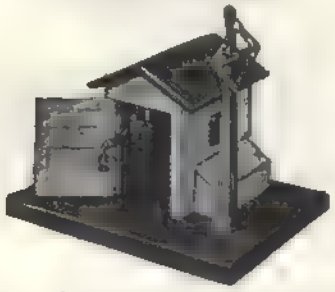


Illuminated stop station, 13⅝ in. long, 9¾ in. wide, 8½ in. high

**No. 115**.....Each $16.50

Four in a Carton

### AUTOMATIC GATEMAN



When train nears, door opens and gateman rushes out, swinging his red lantern. After train passes, gateman returns to shack, door closes.

**No. 45** . . . . . Each $6.50

Six or Twelve in a Carton

### AUTOMATIC OPERATING WATCHMAN

Operating watchman. Signal stand 7 in. high

**No. 1045** . . . . . Each $3.25

Twelve in a Carton

### AUTOMATIC FLASHING HIGHWAY SIGNAL

Flashing highway signal. 9 in. high

**No. 154** . . . . . .Each $4.75

Twelve in a Carton

### AUTOMATIC CROSSING GATE

Crossing Gate, 10¾ in. long

**No. 152** . . . . . Each $4.50

Twelve in a Carton

### AUTOMATIC SEMAPHORE

Semaphore blade is in upright position and green bull's eye glows when train approaches. After last car passes, blade drops and red light winks on.

**No. 151** . . . . . .Each $4.95

Twelve in a Carton

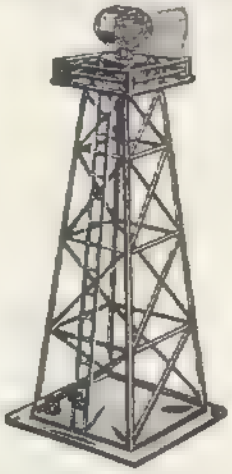
### AUTOMATIC BLOCK SIGNAL

An ingenious automatic accessory that enables two trains to operate simultaneously on same track. Contactor, bulbs, Lockon, fibre pins and connecting wires included.

**No. 153** .....Each $4.25

Twelve in a Carton

### AUTOMATIC ROTARY BEACON

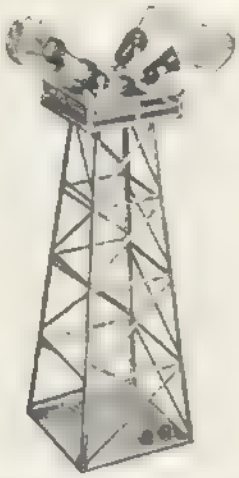


A miniature of the rotary beacons used to define the airlanes throughout the United States. Consists of a lattice work steel structure with a platform on top, in the center of which is placed a powerful light. Over this light a miniature search light, filled with two fresnel type lenses, revolves on jewel bearings. The rotation is produced by the streaming of warm air generated by the lamp.

**No. 394** .....Each $2.95

Twelve in a Carton

### FLOOD LIGHT TOWER

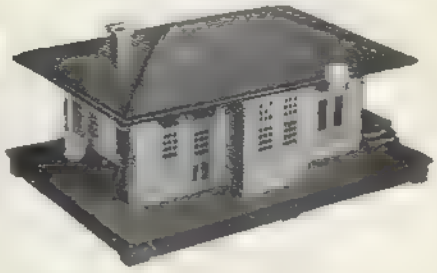


This accessory consists of a tall lattice work steel structure, fitted with a platform and a ladder, and mounts four swivelling spot lights, such as used for illuminating railway yards and freight depots. The structure is richly enamelled in two tones.

**No. 395** .....Each $3.95

Twelve in a Carton

### ILLUMINATED TRAIN STATION

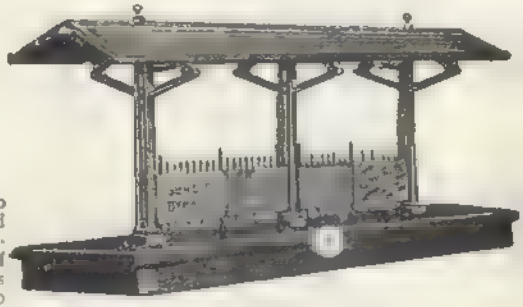


Exact replica of the wayside station found throughout rural U. S. Identically detailed, including shingle roof, clapboard sides, and minutely detailed windows. The platform is paved with road brick and every board and retaining nail in the ramp are clearly defined. The frosted glass in the windows and doors are uniformly illuminated by a centrally placed powerful light.

**No. 132** . . . . . .Each $8.95

Four in a Carton

### ILLUMINATED STATION PLATFORM



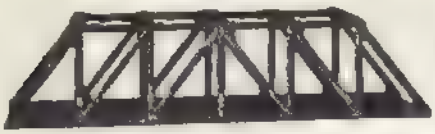
Illuminated station platform, 12 in. long, 5⅛ in. high, 3¾ in. wide

**No. 156** . . . . . .Each $4.50

Twelve in a Carton

# LIONEL ELECTRIC TRAIN EQUIPMENT

### TRESTLE BRIDGES



Lionel Trestle Bridge. A scaled down model of the big steel Railroad bridges that span real rivers. Embossing on gusseted girder members emphasizes rivet heads

**No. 316** ..... Each $2 75

Twelve in a Carton

### PLATE GIRDER BRIDGES

Plate Girder Bridge, 10 in. long.

**No. 314** ..... Each $2 50

Twelve in a Carton

### LAMP POSTS

Boulevard Lamp
6½ in. High

**No. 35** ..... Each $2 25

Twelve in a Carton

Street Lamp
6¾ in. High

**No. 84** ..... Each $2.25

Twelve in a Carton

Lamp Post
7½ in. High

**No. 58** ..... Each $2 50

Twelve in a Carton

Lamp Post
7¾ in. High

**No. 56** ..... Each $3 00

Twelve in a Carton

### LAMP POSTS

Die cast Lamp Post that will illuminate a model railroad most effectively

**No. 71** ..... Each $0 85

Four in a Display Box

This miniature yard light of scale proportions is arranged to swivel about horizontal and vertical axles. Can be either set alongside other accessories or permanently mounted in a layout. This post is furnished as standard equipment on the 397 coal elevator

**No. 70** ..... Each $1 75

Twelve in a Carton

### TELEGRAPH POLES

Telegraph Poles, set of six.

**No. 150** ..... Per set (6) $3 00

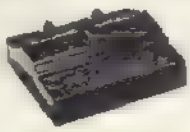
Twelve Sets in a Carton

### REVERSING CONTROLLERS

**No. 88** ..... Each $1.25

Twelve in a Carton

### WHISTLE CONTROLLERS



Whistle Controller. For use with whistling locos. One operating button blows whistle another controls locomotive

**No. 187** ..... Each $3 25

Twelve in a Carton

### CONTACTORS FOR Nos. 153, 154 and 1045

| | Each |
|---|---|
| No. 153C—For 153 Block Signal | $1 25 |
| No. 154C—For 154 Highway Signal | 1 25 |
| No 1045C -For 1045 Watchman | 1 25 |

Twelve in a Carton

### WATER TOWERS

Water Tower Stands
8¾ in. High

**No. 93** ..... Each $1 75

Twelve in a Carton

### ARTIFICIAL GRASS

Artificial Grass in bags, approximately half pound.

**No. 919** ..... Per bag $0.50

Twelve in a Carton

### ARTIFICIAL COAL

Artificial Coal in bags, approximately half pound

**No. 206** ..... Each $0 35

Twelve in a Carton

### BARRELS

Set of Barrels (4)

**No. 0209** ..... Per set $0 50

Twelve in a Carton

### SMOKE PELLETS

Smoke Pellets in bottle of 50

**No SP** ..... Per bottle $1 00

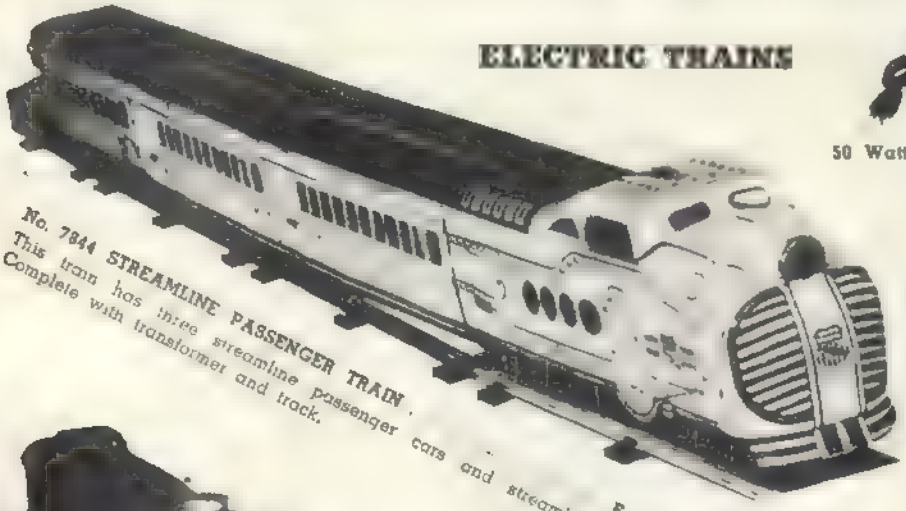
Twelve in a Carton

### TRAIN LUBRICANT

**No. 225** In tubes ..... Per tube $0 35

Twelve in a Carton

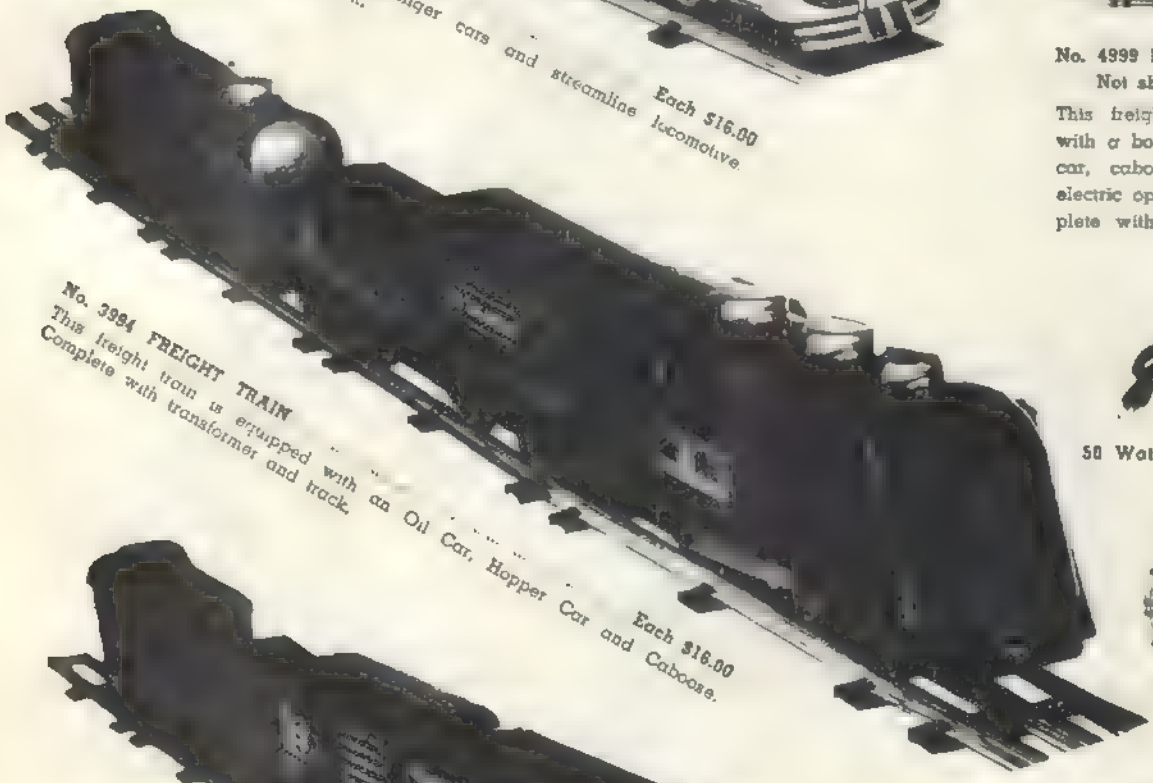
## ELECTRIC TRAINS



**No. 7844 STREAMLINE PASSENGER TRAIN**
This train has three streamline passenger cars and streamline locomotive. Complete with transformer and track.
Each $16.00

50 Watt U.L. Approved Transformer

**No. 4999 Freight Train.**
**Not shown ..... Ea. $24.00**
This freight train is equipped with a box car, oil car, hopper car, caboose and a pair of electric operated switches. Complete with transformer, track.

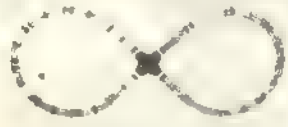


**No. 3984 FREIGHT TRAIN**
This freight train is equipped with an Oil Car, Hopper Car and Caboose. Complete with transformer and track.
Each $16.00

50 Watt U.L. Approved Transformer

**No. 25218 Freight Train.**
**Not shown..... Ea. $24.00**
This freight train has a die cast locomotive, tender, box car, coal car and caboose. Complete with transformer and track.

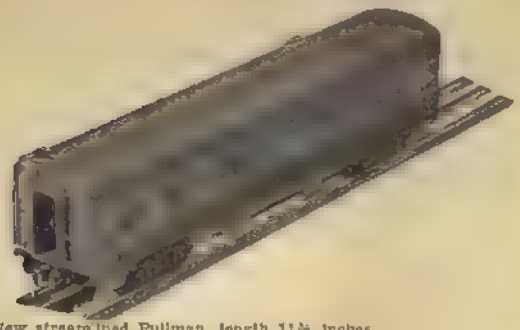
50 Watt U.L. Approved Transformer




**No. 4823 Freight Train..... Ea. $18.00**
This freight train is equipped with a hopper car, cattle car, dump car caboose and a crossover. Complete with transformer and track.

# Lionel Electric Railroad Extras

## Lionel Scale Detailed Cars



New streamlined Pullman, length 11⅝ inches.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4955 | 2400 | [M] $7.00 |

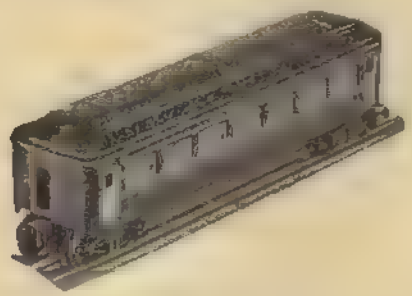
### Pullman

New streamlined Pullman, length 11⅝ inches

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4961 | 2402 | [S] $7.00 |

New streamlined observation, length 11⅝ inches

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4956 | 2401 | [M] $7.00 |



Illuminated Pullman, length 10½ inches.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4950 | 6442 | [S] $4.50 |

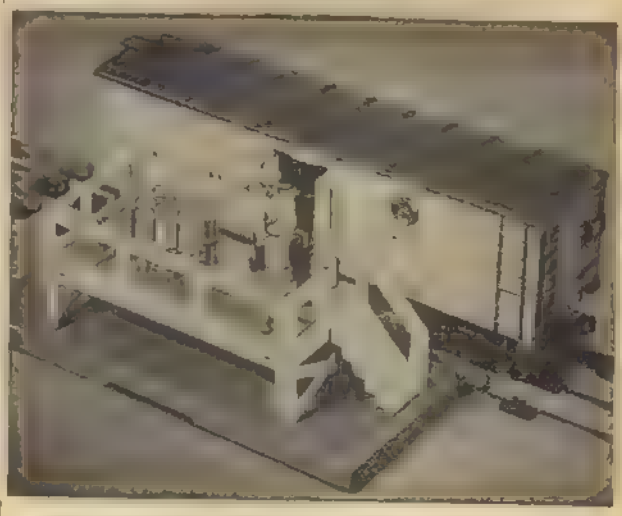
Illuminated observation, length 10 inches.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4951 | 6443 | [S] $4.50 |

Irvington illuminated Pullman, length 14⅝ inches. Madison and Manhattan Pullman same except for lettering on side.

| Stock No. | Mfr's. No. | Fact. List Cat. List EACH |
|---|---|---|
| 4H 4958 | 2625 | [S] $10.00 |
| 4H 4959 | 2627 | [S] 10.00 |
| 4H 4960 | 2628 | [S] 10.00 |

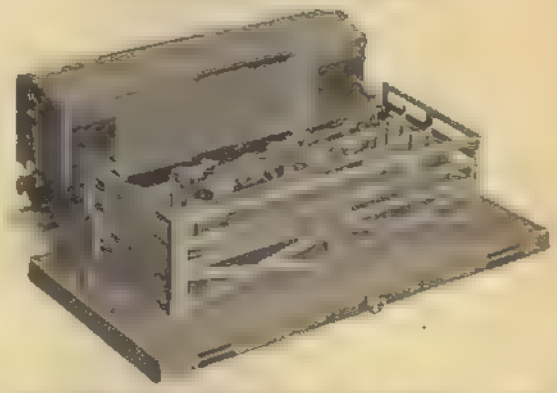
## Automatic Milk Car



Electrically operated milk car and platform. Built-in electrically actuated device opens one of the car doors by remote control, and ejects milk cans onto magnetized platform. Door closes automatically. Cans are loaded into car through roof hatch. Car is equipped with electric couplers.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4954 | 3472 | [S] $9.50 |

## Cattle Car and Platform



New [illegible] Mfr's [illegible] A [illegible] persons [illegible] from the corral. Action is controlled by [illegible] button.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4951 | 3656 | [S] $17.50 |

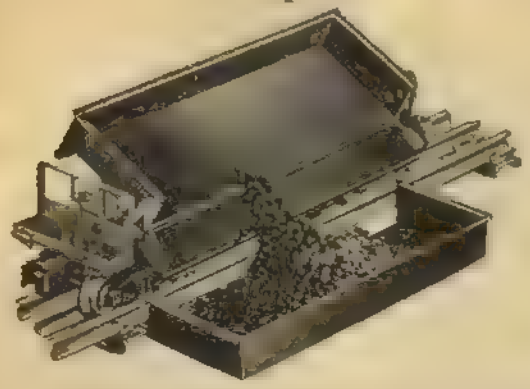
## Animated Box Car

Equipped with regular Lionel trucks and electric remote control couplers, for use on regular Lionel tubular "027" and "O" gauge track. Body is made of sheet steel, and incidental parts of stamped steel. Door has latch at side open. Coupler shanks are attached to trucks so cars will couple automatically on either straight or curved track.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4933 | 3461 | [S] $5.00 |

# Lionel Electric Railroad Extras

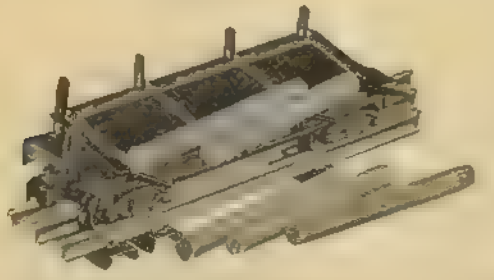
## Ore Dump Car



Super detailed car which operates at a touch of the remote control button. When panel button is pressed, body tilts, sides lower and cargo slides out into bin. Length of car 9½ inches.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4949 | 3469 | [S]$7.75 |

## Lumber Car



"O" gauge lumber car. Complete with load of logs. Equipped with electro-magnetic remote control knuckle couplers.

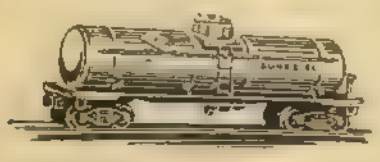
| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4948 | 3461 | [S]$6.50 |

## Crane Car

"O" gauge crane car. Boom can be raised or lowered. Track clamp prevents car from tipping. Handwheels control block, boom and cab. Equipped with electric coupler.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4942 | 2460 | $9.75 |

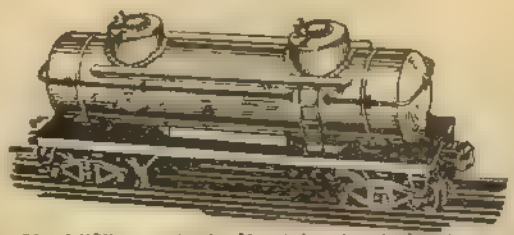
## Oil Car



"Sunoco" oil tank car, "O" gauge, built for miniature railroad realism. The emblem and lettering are clear and clean-cut. Electric coupler equipment provides for days of entertainment

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4943 | 6555 | [S]$4.75 |

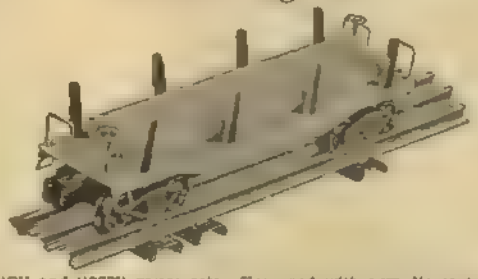
## Oil



For Lionel "O" gauge track. Mounted on two 4 wheel trucks. Tank rigidly fastened to car platform. Equipped with electric automatic couplers.

| Stock No. | Mfr's. No | Fact. List EACH |
|---|---|---|
| 4H 4934 | 6465 | [S]$4.00 |

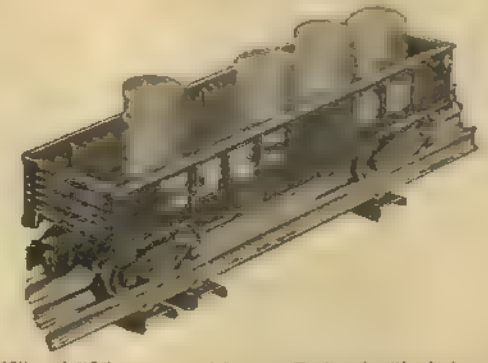
## Flat Car—"Big Inch"



For "O" and "027" gauge sets. Equipped with new die cast frames, solid steel wheels and new electro-magnetic remote control knuckle couplers.

| Stock No. | Mfr's. No. | Lgth. In. | Fact. List EACH |
|---|---|---|---|
| 4H 4936 | 6411 | 6⅝ | [S]$3.75 |

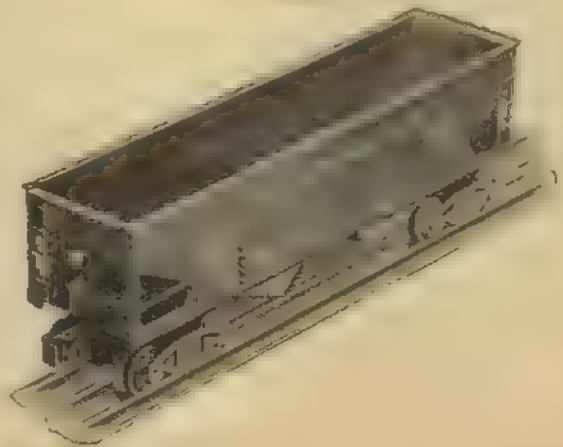
## Gondola Car



"027" and "O" gauge gondola car. Equipped with electro-magnetic control knuckle couplers, die cast frame and solid steel wheels

| Stock No. | Mfr's. No. | Lgth. In. | Fact. List EACH |
|---|---|---|---|
| 4H 4932 | 6462 | 9½ | [S]$4.50 |

## New Hopper Car

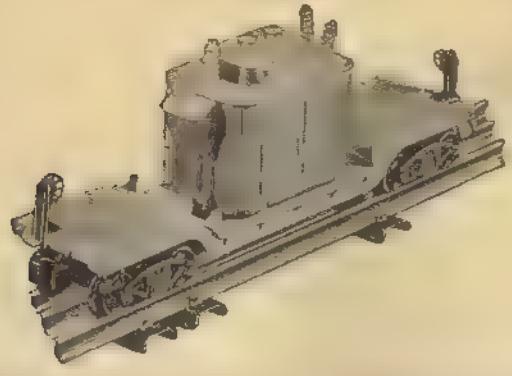


Not automatic. Length 9½ inches

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4957 | 6456 | [S]$4.25 |

# Lionel Electric Railroad Extras

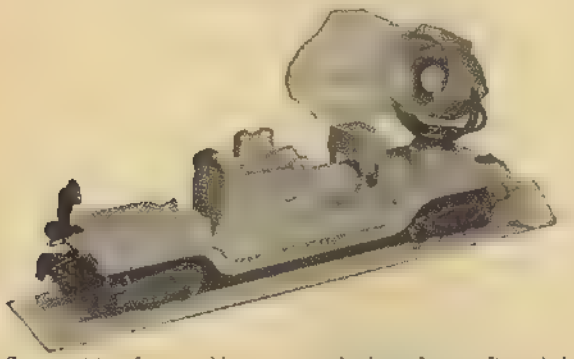
## New Transformer Car



Equipped with new die cast frame, solid steel wheels and new electro-magnetic remote control knuckle couplers. For "027" and "O" gauge sets.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4953 | 6461 | [S] $4.50 |

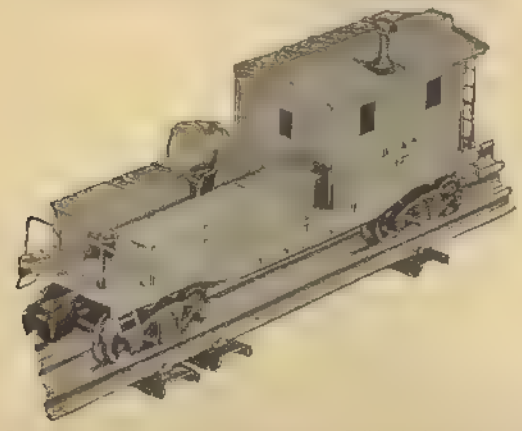
## Search Light Car



Car consists of a machinery car underslung frame, die-cast in zinc alloy and mounts a powerful search-light which swivels freely in two directions. The light can be turned on and off by remote control. In the center of car there is a replica of General Motors Diesel generating set.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4952 | 6520 | [S] $6.50 |

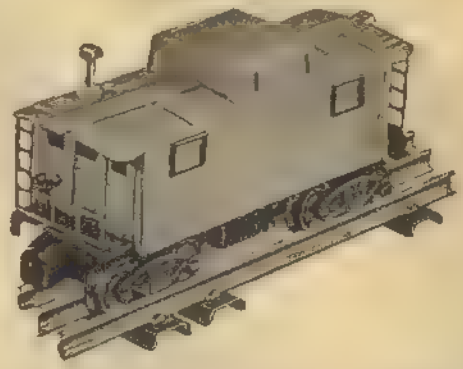
## Wrecker Caboose With Searchlight



For Lionel "027" or "O" gauge sets. Solid steel wheels, new die cast frame and electro-magnetic remote control knuckle couplers

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4938 | 6420 | [S] $6.50 |

## Illuminated Caboose



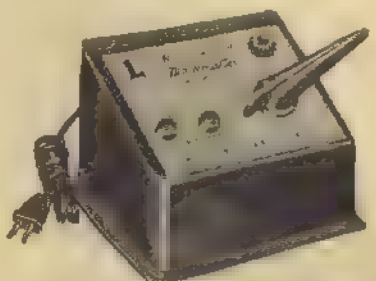
"O" gauge caboose. Equipped with new die cast frame, solid steel wheels and new electro-magnetic remote control knuckle couplers.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4940 | 6457 | [S] $4.50 |

## Trainmaster Transformer

Completely re-designed "Trainmaster" transformer with the brand new speed control throttles. Lionel type ZW and VW multi-control transformers have two built-in reversing buttons and two whistle control buttons for the simultaneous operation of two trains on the same track layout. Both the ZW and VW transformers have dual speed control throttles to enable operator to run two trains at same time. Type ZW and VW transformers have four output circuits, each independently controllable, plus a built-in, automatic circuit breaker. Current overload and power-on are indicated by red and green pilot lights. Case made of durable bakelite.

| Stock No. | Mfr's. No. | Watts | Volts | Cycle | Fact. List EACH |
|---|---|---|---|---|---|
| 4H 4692 | ZW | 250 | 115AC | 50-60 | [S] $25.00 |
| 4H 4691 | VW | 150 | 115AC | 50-60 | [S] 22.95 |



New mult control transformer with variable voltage speed control throttle. Has built-in whistle control and reversing button. Two variable voltage ranges, one high and one low. Case made of heavy gauge steel

| Stock No. | Mfr's. No. | Watts | Volts | Cycle | Fact. List EACH |
|---|---|---|---|---|---|
| 4H 4690 | RW | 110 | 115AC | 60 | [S] $15.95 |

# Lionel Electric Railroad Extras

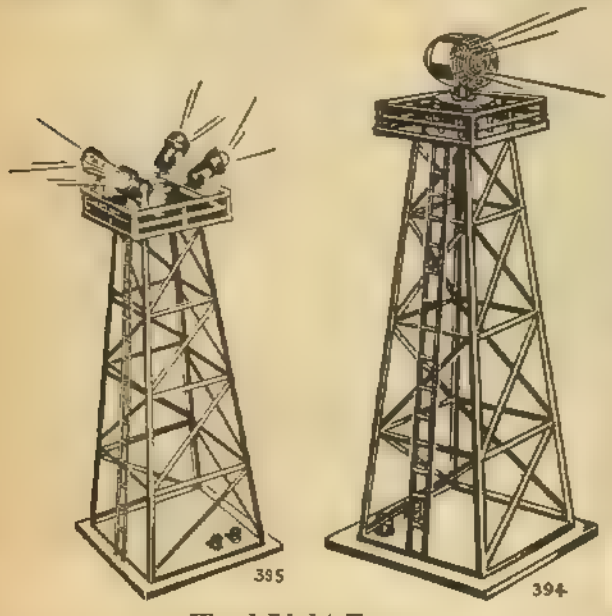
## Trainmaster Transformer

New speed control throttle for easy operation of train, plus a special two-position spring return lever to enable engineer to blow whistle or reverse locomotive. Extra sturdy bakelite case.

| Stock No. | No. | Watts | Volts | Cycle | Fact. List EACH |
|---|---|---|---|---|---|
| 4H 4688 | 1033 | 80 | 115AC | 60 | [S] $10.95 |

Contained in a heavy gauge, welded steel case, attractively finished Transformer has two continuously variable voltage ranges, from 6 to 16 volts and from 14 to 24 volts. Complete with automatic built-in circuit breaker and current overload pilot light. Without whistle control.

| Stock No. | Mfr's. No. | Watts | Volts | Cycle | Fact. List EACH |
|---|---|---|---|---|---|
| 4H 4689 | A | 90 | 115AC | 60 | [S] $9.95 |




## Flood Light Tower

Consists of a tall lattice work steel structure, fitted with a platform and a ladder, and mounts four swiveling spot lights. Enameled in two tones.

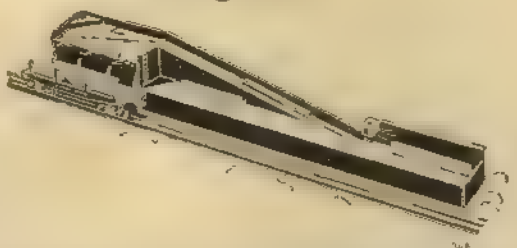
| Stock No. | Mfr's. No | Fact List EACH |
|---|---|---|
| 4H 4854 | 395 | [S] $3.95 |

## Rotary Beacon

Consists of a lattice work steel structure with a platform on top, in the center of which is placed a powerful light. Over this light a miniature search light, fitted with two fresnel type lenses, revolves on jewel bearings. The rotation is produced by the streaming of warm air generated by the lamp.

| Stock No. | Mfr's. No. | Fact List EACH |
|---|---|---|
| 4H 4853 | 394 | [S] $2.95 |

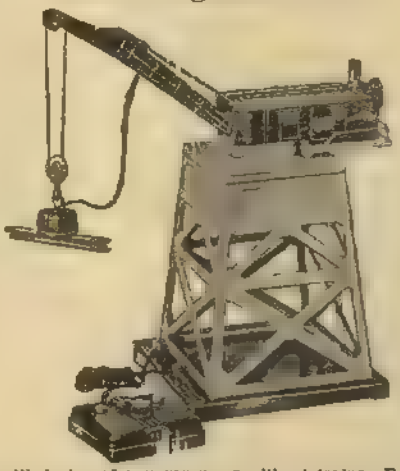
## Log Loader



Completely automatic in operation. Logs are unloaded into bin and carried to upper platform on new type endless belt, where they are emptied by remote control into the lumber car. Entire operation completed on same track. Conveyor belt has automatic take-up, keeping it taunt at all times. Red-green signal lamp illuminated. An extra heavy, all-steel accessory.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4875 | 364 | [S] $12.50 |

## Electro-Magnetic Crane

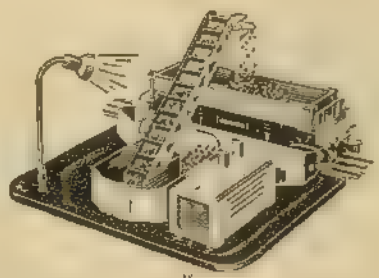


For use with trains of any gauge, or without trains. Reproduces all the operations of a real crane at the touch of a button. An ingenious remote control motor operates a winch to raise or lower and block and tackle. This same motor revolves the derrick in a complete circle in either direction. Boom may be raised or lowered by means of a wheel at rear of cab. One controller with four buttons and a knob switch permits finger tip control. The knob switch energizes the lifting magnet while the buttons control the various vertical and horizontal movements of the crane. A light in cab indicates when magnet is energized. Crane has elaborate superstructure mounted on a base. Total height of crane is 10 inches. A bag of steel scrap and receiving bin are included. Shipping weight, each, 7 pounds.

| Stock No. | Mfr's. No. | Base In. | Ht. In. | Fact. List EACH |
|---|---|---|---|---|
| 4H 4873 | 182 | 6x6½ | 10 | [S] $19.95 |

One in a carton

## Coal Loader



Coal can be loaded and unloaded from the same track by remote control. Switches, sidings, extra track, etc. are unnecessary. Powerful floodlight provide illumination. When coal is dumped from car, it is fed to conveyor by means of an ingenious vibrating motion. Rubber buckets on an all-rubber endless belt pick up coal and carry it to the top, from there tips into waiting car. Motor is encased in accurately designed diesel-type housing. Heavy cast base.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4876 | 397 | [S] $11.95 |

# Lionel Electric Railroad Extras

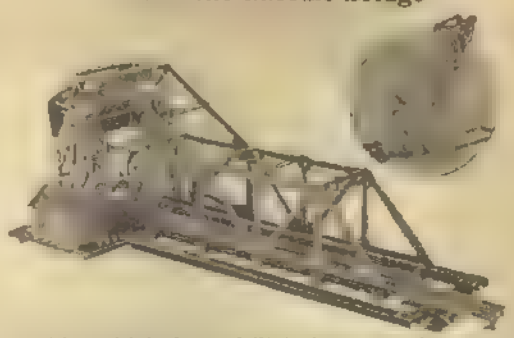
## Electric Lumber Loader

Suitable for use with trains of either "027" or "O" gauge. Especially appropriate for use with electrically operated lumber cars. Operated completely by remote control. Lumber cars unload logs into trough on one side. Hooks on revolving, endless chain carry logs up along the other side of log loader. Lumber cars may be drawn up along the other side of log loader. Then, by remote control, cars may be loaded with logs. Included is a supply of logs. Shipping weight, each, 7 pounds

| Stock No. | Mfr's. No. | Inches Ht | Wd | Dp | Fact. List EACH |
|---|---|---|---|---|---|
| 4H 4872 | 164 | 9 | 11¼ | 10⅞ | ..... [S] $21.50 |

One in a carton

## Automatic Bascule Bridge



Accurately modeled after real lift-bridges commonly seen at waterways. Operates completely by remote control at the touch of a button. If a train approaches opened bridge from either direction, automatically it is brought to a halt until bridge closes, then automatically started again. Constructed of heavy gauge steel with deeply embossed rivets, plates and other structural details. Illuminated by red beacon light. Can be used on an even floor level without the need of grade approaches, or can be used actually to span a gulf or chasm in model terrain, for which purpose a steel aligning frame is furnished. Operating motor is enclosed in enameled bridge tender's shack. Gross shipping weight, each, 10 pounds. For "027" or "O" gauge.

| Stock No. | Mfr's. No. | Lgth. In. | Ht. In. | Fact. List EACH |
|---|---|---|---|---|
| 4H 4874 | 313 | 21½ | 9¼ | ..... [S] $24.95 |

One in a carton

## Hopper

Will actually load freight cars by remote control. Artificial coal dumped into well in base of this structure is scooped up by a series of buckets traveling on an endless chain. Chain conveyor lifts buckets to top of bunker where they dump their contents into loft. Remote controls that are provided contain a button and a knob. The knob controls the electric motor which operates the endless chain. Button is used to open and close the gate of the chute on the inside of loft. With each elevator, a quantity of artificial coal is included. Shipping weight, each, 7 pounds.

| Stock No. | Mfr's. No. | Ht. In. | Base In. | Fact. List EACH |
|---|---|---|---|---|
| 4H 4871 | 97 | 12 | 6x11½ | ..... [S] $15.75 |

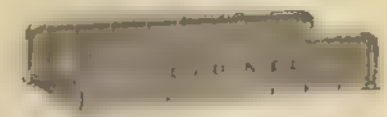
## Trestle Bridge

Can be used with trains of any gauge or style. Made of rolled steel with built-in aerial land-marking beacon light. Track sections rest on floor of bridge without being raised above their normal level. Gusseted girder steel members are deeply embossed with accurately placed rivet heads. Gross shipping weight, each, 5 pounds

| Stock No. | Mfr's. No. | Lgth. In. | Fact. List EACH |
|---|---|---|---|
| 4H 4787 | 316 | 24½ | ..... $2.75 |

One in a carton.

## Plate Girder Bridge



For "027" or "O" gauge trains. Scale model of a plate girder bridge used to span a highway. Die-cast with rivet heads projected in sharp, clean-cut relief. Distinct plate stiffeners, floor beam brackets and built-in flange reinforcements. The floor of the bridge can be slipped under sections of track of any gauge without raising them above normal level. Gross shipping weight, each 4 pounds.

| Stock No. | Mfr's. No. | Lgth. In. | Fact. List EACH |
|---|---|---|---|
| 4H 4786 | 314 | 10 | ..... [S] $2.50 |

One in a carton

## Water Towers

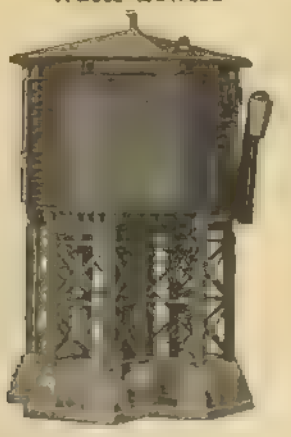
Made of steel with aluminum finish. Has water spout which moves. Gross shipping weight, each 2 pounds.

| Stock No. | Mfr's. No. | Hght. In. | Fact. List EACH |
|---|---|---|---|
| 4H 4861 | 93 | [illegible] | ..... [S] $1.75 |

One in a box.

# Lionel Electric Railroad Extras

## Water Towers



| Stock No. | Mfr's. No | In. Sq. | Ht. In. | Fact. List EACH |
|---|---|---|---|---|
| 4H 4804 | 30 | 6¾ | 10½ | [S]$7.95 |

## Passenger Station

Deep embossings and projecting pilasters make this model look as if it were constructed of stone. Equipped with automatic train control. Interior illumination. Doorway lights and clock. Ten panelled windows. Swinging doors. Ornamental grille. Removable skylight. Included are two UTC lockons, fibre pins and wires. Shipping weight, 8 pounds.

| Stock No. | Mfr's. No. | Lgth. In. | Width Right. In. | Width In. | Fact. List EACH |
|---|---|---|---|---|---|
| 4H 4843 | 115 | 13¾ | 9 | 9½ | [S]$16.50 |

## Station

Replica of wayside stations found throughout rural U. S. Identically detailed, including shingle roof, clapboard sides minutely detailed windows. Platform is paved with road brick. Uniformly illuminated by a centrally placed powerful light.

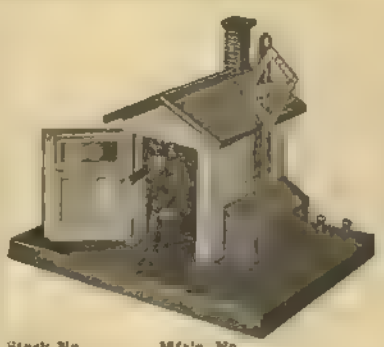
| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4844 | 132 | [S]$8.95 |

## Station Platform

A new accessory for intermediate station stops. Fence, dividing platform from end to end, is embellished by four billboards in bright colors. Illuminated by two lamps under roof. Shipping weight, each, 3 pounds.

| Stock No. | Mfr's. No. | Lgth. In. | Wd. In. | Ht. In. | Fact. List EACH |
|---|---|---|---|---|---|
| 4H 4845 | 156 | 12 | 3½ | 5½ | [S]$4.50 |

One in a carton.



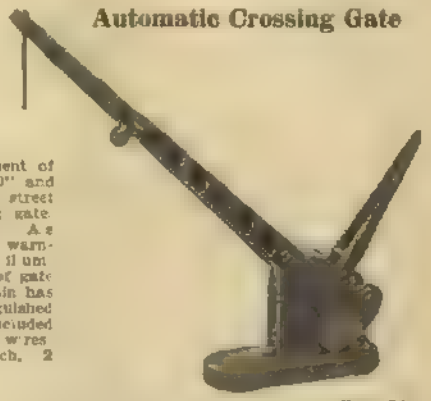
## Automatic Gateman

When train draws near, door swings open and gateman rushes out swinging a lantern. When train has passed, gateman returns to shack and door closes. Action is automatic. For any track except "OO" gauge. Complete with bulb, wires and contactor. Shipping weight, each, 3 pounds.

| Stock No. | Mfr's. No | Fact. List EACH |
|---|---|---|
| 4H 4870 | 45 | [S]$6.50 |

Twelve in a carton.

## Automatic Crossing Gate



Suitable for equipment of any gauge except "OO" and standard. Double-arm street and sidewalk crossing gate. Attractively colored. As train approaches, red warning light on gate is illuminated and two arms of gate are lowered. When train has passed, light is extinguished and gate opens. Included are a contactor and wires. Shipping weight, each, 2 pounds.

| Stock No. | Mfr's. No. | Lgth. In. | Fact. List EACH |
|---|---|---|---|
| 4H 4863 | 152 | 10½ | [S]$4.50 |

One in a carton.

## Automatic Operating Flagman

An ingenious, electrically operated accessory. When train approaches, watchman waves flag. For any track except "OO", solid rail and standard gauge. Shipping weight, each, 3 pounds.

| Stock No. | Mfr's. No. | Ht. In. | Fact. List EACH |
|---|---|---|---|
| 4H 4869 | 1045 | 7 | [S]$3.25 |

## Contact

| Stock No. | Mfr's No. | Fact. List EACH |
|---|---|---|
| 4H 4818 | 1045C | [S]$1.25 |

One in a box.

## Automatic Block Signal

Enables two trains to run on the same track at the same time, without accidents. When first train enters safety block, signal flashes red, slowing or halting the train that follows. Suitable for any gauge except "OO". Included are contactor, lockons bulbs and wires. Shipping weight, each, 2 pounds.

| Stock No. | Mfr's No. | Ht. In | Fact. List EACH |
|---|---|---|---|
| 4H 4851 | 153 | 9 | $4.25 |

One in a carton.

# Lionel Electric Railroad Extras

## Automatic Road Signal

As the train approaches the highway crossing, this signal flashes alternate red lights, warning the motorist he is approaching the railroad crossing. Flashing stops when train has passed. Special contactor and necessary wires are included. Shipping weight, each, 2 pounds.

| Stock No. | Mfr's. No. | Ht. In. | Fact. List EACH |
|---|---|---|---|
| 4H 4852 | 154 | 9 | [S] $4.75 |

One in a carton.

## Railroad Sign Set

Set consists of five signs most commonly found on real railroad right-of-ways; whistle and yard-limit posts, trespassing sign and two different crossing warnings. Accurately scaled down for "O" gauge trains. Made of steel, enameled white with black lettering. Each sign is provided with a substantial base. On elaborate model systems, these bases may be covered with ballast or earth for greater realism. Shipping weight, each, 1 pound.

| Stock No. | Mfr's. No. | Fact. List SET |
|---|---|---|
| 4H 4868 | 308 | [S] $3 85 |

One set in a carton.

## Semaphores

As train approaches, semaphore arm rises and green bull's-eye is illuminated. When train has passed, arm drops and red bull's-eye is seen. Action is entirely automatic. Included are contactor, bulb and connecting wires.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4795 | 151 | [S] $4.95 |

One in a box.

## Lamp Posts

4H4857

4H4858

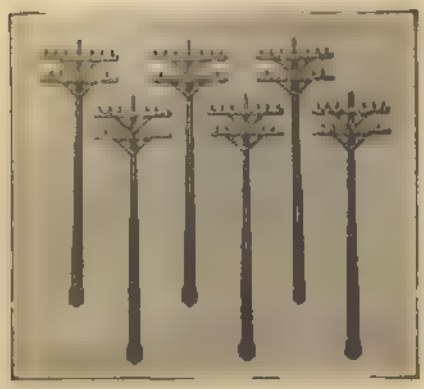
A copy of lamps commonly used for parkway illumination. Base is enameled. Top is removable. Equipped with bulb. Shipping weight, each, 1 pound.

| Stock No. | Mfr's. No. | Hght. In. | Fact. List EACH |
|---|---|---|---|
| 4H 4857 | 56 | 7¼ | [S] $3.00 |

A graceful design similar to the posts used in most big cities. Baked enamel ivory finish. Equipped with globe. Shipping weight one pound.

| Stock No. | Mfr's. No. | Ht. In. | Fact. List EACH |
|---|---|---|---|
| 4H 4858 | 58 | 7½ | [S] $2.50 |

## Telephone Post Sets



Set of six "O" gauge telephone posts. Brackets are furnished for attaching posts to track. Shipping weight, each 2 pounds.

| Stock No. | Mfr's. No. | Ht. In. | Fact. List SET |
|---|---|---|---|
| 4H 4867 | 150 | 6¾ | [S] $3.00 |

One set in a carton.

## Highway Lamp Post

A scale proportioned "O" gauge lamp post like those commonly seen in suburban areas. Frosted globe casts diffused illumination. Shipping weight, each 1 pound.

| Stock No. | Mfr's. No. | Ht. In. | Fact. List EACH |
|---|---|---|---|
| 4H 4855 | 64 | 6¾ | [S] $2 25 |

One in a carton.

## Scale Model Lamp Post

Enameled, die-cast lamp post fitted with opalescent, plastic lamp shade and ornate cap, both held in place securely by screw type finial. Shade and cap easily removed for lamp replacement. Shipping weight, each, 1 pound.

4H4856

| Stock No. | Mfr's. No. | Ht. In. | Fact. List EACH |
|---|---|---|---|
| 4H 4856 | 85 | 6¼ | [S] $2 25 |

One in a carton.

# Lionel Electric Railroad Extras

## Lamp Post

Miniature yard light is arranged to swivel about horizontal and vertical axels. Can be either set alongside other accessories or permanently mounted in a layout.

| Stock No. | Mfr's. No | Fact. List EACH |
|---|---|---|
| 4H 4859 | 70 | [S]$1.75 |

## Lamp Post

They are die cast. Realistic lamp posts. Illuminate a model railroad most effectively

| Stock No | Mfr's. No | Fact. List EACH |
|---|---|---|
| 4H 4850 | 71 | [S]$0.85 |

## Lamp Renewals

For use with Nos. 54 and 55.

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4755 | 39-3 | 12 | Frosted | [S]$0.30 |

One dozen in a carton.

Use with numbers 129, 155.

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4756 | 40-3 | 18 | Frosted | [S]$0.30 |

Opal lamp for use with numbers 52, 53 and 63.

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4757 | 63-11 | 18 | Opal | [S]$0.30 |

For use with numbers 85, 87, 164, 204, 221, 224, 229, 249, 259, 265, 439, 442, 440C, 600, 601, 602, 616, 616T, 620, 820, 1121, 1654, 1561, 1566, 1663, 1684, 1685X, 1686X, 1687X, 1688, 2440, 2441, 2442, 2443, 2600, 2601, 2662, 2620, 2640, 2641, 2642, 2643, 2629.

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4750 | 27-3 | 12 | Clear | [S]$0.25 |

One dozen in a carton.

For use with numbers 78, 0072 and 1020.

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4759 | 78-23 | 12 | Red | [S]$0.30 |

One dozen in a carton.

For use with numbers 56, 57, 80N, 82N, 92, 99N, 115, 116, 117, 120L, 134, 138, 189, 191, 210, 223, 225, 226, 250, 263, 437, 438, 440N, 613, 614, 615, 753, 754, 782, 783, 784, 911, 912, 913, 2613, 2614, 1615, and all other standard gauge locomotives and cars

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4752 | 28-3 | 18 | Clear | [S]$0.25 |

One dozen in a carton.

For use with No. 022C, 025, 25, 77IN, 91, 1201, 225, 263, 385, 392, 400, 711C and 1835.

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4753 | 28-6 | 18 | Red | [S]$0.30 |

For use with 99N

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4754 | 29-3 | 18 | Yellow | [S]$0.30 |

One dozen in a carton.

For use with 153.

| Stock No. | Mfr's. No. | Volt | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4760 | 152-23 | 6-8 | Red | [S]$0.30 |

For use with Q, R, V and Z Transformer.

| Stock No. | Mfr's. No. | Volt | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4766 | Q-90 | 8 | Clear | [S]$0.25 |

For use with Nos. 46, 47.

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4768 | 47-73 | 12 | Red | [S]$0.50 |

For use with Nos. 315, 2457, 2757

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4769 | 31520 | 12 | Clear | [S]$0.25 |

For use with Nos. 022C, 711C.

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4770 | 408-45 | 18 | Green | [S]$0.30 |

For use with Nos. 022, 35, 042, 700, 700K, 711, 721, 731, 752W, 763.

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4771 | 752-9 | 18 | Clear | [S]$0.30 |

For use with No. 2420.

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4772 | 2420-20 | 12 | Special | [S]$0.50 |

For use with Nos. 151, 364 397, 2026

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4773 | 151-51 | 12 | Clear | [S]$0.30 |

For use with Nos. 1656, 1665, 2333, 2403.

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4774 | 616-13 | 12 | Clear | [S]$0.30 |

For use with Nos. 313, 2432, 2499, 2401, 2402, 2625, 2856

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4775 | 717-54 | 18 | Clear | [S]$0.25 |

For use with number 54.

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4758 | 64-15 | 12 | Opal | [S]$0.40 |

For use with numbers 153

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4761 | 153-23 | 6-8 | Red | [S]$0.30 |
| 4H 4762 | 153-24 | 6-8 | Green | [S] .30 |

For use with number 154.

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4763 | 154-18 | 12 | Red | [S]$0.30 |

For use with number 156.

| Stock No. | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4764 | 153-13 | 8 | Clear | [S]$0.25 |

For use with numbers 165, 182

| Stock No | Mfr's. No. | Volts | Color | Fact. List EACH |
|---|---|---|---|---|
| 4H 4765 | 168-53 | 18 | Red | [S]$0.90 |

## Smoke Lamps

For use with number 726.

| Stock No. | Mfr's. No. | Volts | Fact. List EACH |
|---|---|---|---|
| 4H 4827 | 703-10 | 16-18 | [S]$0.75 |

For use with numbers 671, 2020.

| Stock No. | Mfr's. No. | Volts | Fact. List EACH |
|---|---|---|---|
| 4H 4794 | 671-75 | 18 | [S]$0.75 |

## Lamp Assortment

Each box tells specifically for which locomotive or car lamp is intended. Each assortment consists of 60 lamps as follows:

| Quantity | Catalog No. | Description | Price | Amount |
|---|---|---|---|---|
| 4 | 27-3 | 12V Clear | $0.25 | $1.00 |
| 4 | 28-3 | 18V Clear | .25 | 1.00 |
| 2 | 28-6 | 18V Red | .30 | .60 |
| 2 | 39-3 | 12V Frosted | .30 | .60 |
| 2 | 40-3 | 18V Frosted | .30 | .60 |
| 2 | 64-15 | 12V Opal | .40 | .80 |
| 4 | 151-51 | 12V Clear | .30 | 1.20 |
| 2 | 152-23 | 12V Red | .30 | .60 |
| 2 | 153-23 | 6-8V Red | .30 | .60 |
| 2 | 153-24 | 6-8V Green | .30 | .60 |
| 4 | 154-18 | 12V Red | .30 | 1.20 |
| 2 | 156-13 | 6-8V Clear | .25 | .50 |
| 5 | 165-53 | 18V Red | .30 | .60 |
| 4 | 315-20 | 12V Clear | .25 | 1.00 |
| 5 | 408-45 | 18V Green | .30 | .60 |
| 4 | 616-13 | 12V Clear | .30 | 1.20 |
| 5 | 717-54 | 18V Clear | .25 | .50 |
| 6 | 752-9 | 18V Clear | .30 | 1.80 |
| 2 | 2420-20 | 12V Clear | .50 | 1.00 |
| 6 | Q-90 | 6-8V Clear | .25 | 1.50 |

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4799 | 122 | $18.40 |

# Lionel Electric Railroad Extras

## Remote Control Switch

### For Lionel "027" Track

Each switch is equipped with new type, realistic red and green color light indications. A second set of color light indications is located in the remote control base, making it possible to know the direction of the switch from a "blind" spot. Switches are expertly constructed of heavy gauge metal and will snap from one position to another on as little as six volts, from a Lionel 25-watt transformer.

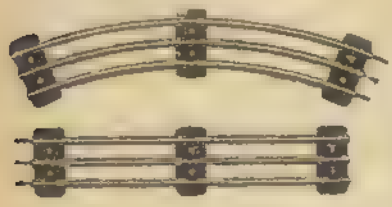
| Stock No. | Mfr's. No. | | Fact. List PAIR |
|---|---|---|---|
| 4H 4800 | 1121 | | $10.95 |

One set in a carton.

For Lionel "027" track manual switch. Solidly constructed of heavy steel and perfectly insulated. Operated by hand lever

| Stock No. | Mfr's. No. | | Fact. List PAIR |
|---|---|---|---|
| 4H 4801 | 1024 | | $5.00 |

One set in a carton.



## Tracks

Lionel standard track is 2¾ inches wide

Lionel "O" gauge track is 1¾ inches wide

## Half-Length "O" Gauge Curved Track

Doubled flange increases strength. Each section is perfectly insulated. One end of each section has three steel pins which fit into the adjoining section. A connecting clip holds track firmly locked. Gross shipping weight, 16 pounds.

| Stock No. | Mfr's. No. | Lgth. In. | | Fact. List EACH |
|---|---|---|---|---|
| 4H 4703 | ½OC | 5 | | $0.30 |

One hundred in a carton.

## "O" Gauge Curved Track

Doubled flange increases strength. Each section is perfectly insulated. One end of each section has three steel pins which fit into the adjoining section. A connecting clip holds track firmly locked. Measures 10 inches in length. Eight sections form circle 28⅝ inches in diameter Gross shipping weight, carton, 25 pounds.

| Stock No. | Mfr's. No. | Lgth. In. | | Fact. List EACH |
|---|---|---|---|---|
| 4H 4701 | OC | 10 | | $0.30 |

One hundred in a carton.

## Half Length "O" Gauge Straight Track

| Stock No. | Mfr's. No. | Lgth. In. | | Fact. List EACH |
|---|---|---|---|---|
| 4H 4702 | ½S | 5 | | $0.30 |

## "O" Gauge Straight Track

Doubled flange increases strength. Each section is perfectly insulated. One end of each section has three steel pins which fit into the adjoining section. A connecting clip holds track firmly locked. Gross shipping weight, carton, 23 pounds.

| Stock No. | Mfr's. No. | Lgth. In. | | Fact. List EACH |
|---|---|---|---|---|
| 4H 4700 | OS | 10⅞ | | $0.30 |

One hundred in a carton.

## "027" Straight Track

Running rails are formed by a turnback flange, making them doubly rigid. All ties are oxidized black. The third rail is insulated from running rails by over-size insulators. A connecting clip holds sections of track firmly locked. Because of height of rails, "027" track cannot be used with "O" gauge track

| Stock No. | Mfr's. No. | Lgth. In. | | Fact. List EACH |
|---|---|---|---|---|
| 4H 4821 | 1018 | 8½ | | $0.25 |

One hundred in a carton.

## Remote Control Track Set

Special section of 5-rail track used to operate electric couplers and the electrical unloading mechanism in operating freight cars. Mounted section of "O" gauge track measures 10 inches in length. Two-button controller with 30 inches of connecting cable is included

| Stock No. | Mfr's. No | | Fact. List EACH |
|---|---|---|---|
| 4H 4704 | UCS | | $9.00 |

Six in a carton

## "027" Curved Track

Eight sections form a circle 27 inches in diameter. Running rails are formed by a turn-back flange making them doubly rigid. All ties are oxidized black. The third rail is insulated from running rails by over-size insulators. A connecting clip holds sections of track firmly locked. Because of height of rails, "027" track cannot be used with "O" gauge track.

| Stock No. | Mfr's. No. | Lgth. In. | | Fact. List EACH |
|---|---|---|---|---|
| 4H 4820 | 1013 | 9½ | | $0.25 |

One hundred in a carton

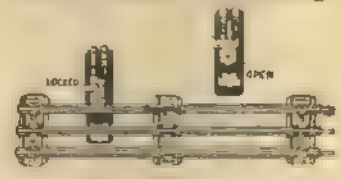
## "027" Gauge Remote Control Track

This section of special 5-rail track is made for the operation of cars that can be unloaded electrically and for actuating remote control couplers. Complete with two-button remote controller and 30 inches of connection cable

| Stock No. | Mfr's. No. | Lgth. In. | | Fact. List EACH |
|---|---|---|---|---|
| 4H 4822 | 6019 | 8¾ | | $2.75 |

Six in a carton

## Lock-On Track Connecting



| Stock No. | Mfr's. No. | | Fact. List EACH |
|---|---|---|---|
| 4H 4813 | CTC | For "O" or "027" ga | $0.10 |

## Extra Pins for Track

| Stock No. | Mfr's. No. | | Fact. List EACH |
|---|---|---|---|
| 4H 4714 | 011-11 | Fibre | $0.05 |
| 4H 4814 | 313-32 | Fibre | .05 |

| | | | Fact. List DOZEN |
|---|---|---|---|
| 4H 4715 | OC-18 | Steel | $0.10 |
| 4H 4815 | 1013-17 | Steel | .10 |

## Controllers

You can sit any distance from the track and push the button of this controller to start, stop or reverse your "E" type locomotive. It can be used to start or stop hand controlled locomotives. Made of steel, enameled black. Equipped with bakelite button, silver contacts and necessary wire.

| Stock No. | Mfr's No | Size In | Fact. List EACH |
|---|---|---|---|
| 4H 4860 | 88 | 2¾x1¾x¾ | $1.25 |

One in a carton.

## Whistle Controller

Controller is equipped with two buttons. One button is used to sound the whistle The other is used to stop and reverse the train

| Stock No. | Mfr's. No. | | Fact. List EACH |
|---|---|---|---|
| 4H 4862 | 167 | | $3.25 |

# Lionel Electric Railroad Extras

## Smoke Pellets

| Stock No | Mfr's. No. | In Pkg | Fact. List PKG |
|---|---|---|---|
| 4H 4791 | SP | 50 | [S] $1.00 |

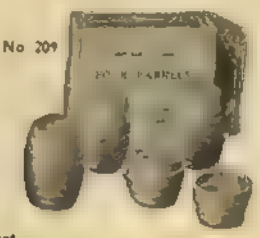
## Lionel Train Lubricant

The proper lubricant for Lionel trains.

| Stock No. | Mfr's. No | Size Oz. | Fact. List EACH |
|---|---|---|---|
| 4H 4789 | 925 | 2 | [S] $0.35 |

Twelve in a carton.

## Barrels



No 209

Four barrels in set.

| Stock No. | Mfr's. No | Hght In. | Fact. List SET |
|---|---|---|---|
| 4H 4790 | 0209 | 1½ | [S] $0.50 |

One set in a box.

## Park Grass

You can create beautiful scenic effects with this bright green grass. Can be spread over wet paint, for permanence. Shipping weight, each, 1 pound.

| Stock No | Mfr's. No. | Size Oz. | Fact. List EACH |
|---|---|---|---|
| 4H 4788 | [illegible] | 8 | [S] $0.50 |

## Bag of Coal

Small lumps which have a realistic appearance.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4865 | 206 | [S] $0.35 |

## Bumpers

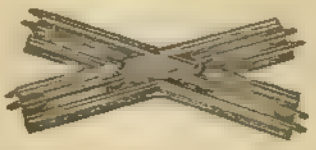
"O" gauge illuminated bumper. Enameled finish. Equipped with electric caution lamp. Shipping weight, each, 2 pounds.

| Stock No. | Mfr's. No. | Lgth. In. | Fact. List EACH |
|---|---|---|---|
| 4H 4826 | 26 | 10 | [S] $1.75 |

## Crossings

"O" gauge 90 degree crossing. Mounted on an ornamental steel base, beautifully enameled. Molded plastic center piece prevents short circuits. Measures 8¾ inches square. Shipping weight, each, 1 pound.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4712 | 020 | [S] $2.50 |



"O" gauge 45 degree crossing. Constructed of steel. Bakelite crossover insulation. Measures 11¾ inches in length, 6¼ inches at its extreme width. Shipping weight, each, 1 pound.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4713 | 020X | [S] $2.75 |

For Lionel "027" gauge 90 degrees crossing.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4811 | 1021 | [S] $1.75 |

## Contacts

For "O" or "027" gauge

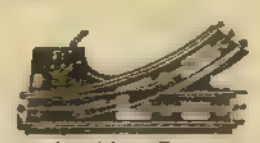
| Stock No. | Mfr's No | Fact. List EACH |
|---|---|---|
| 4H 4816 | 153C | [S] $1.25 |
| 4H 4817 | 154C | [S] 1.25 |

## Hand Operated Switches

Pair "O" gauge remote control switches. A patented built-in device automatically unlocks and throws swivel rail when train approaches an open switch, thus preventing derailment. At the same time, the indicator lights on the switch and controller are changed. An intricately moulded bakelite base supports the rails and contains the frog, guard rails, closure rails, ties and tie plates. Perfect spacing of rails and smooth operation of trains result from this construction. The absence of metal base eliminates any possibility of short circuits. Switch motor and rotary indicator on either side of the switch. Electric cord, remote controls and lamps are included. Measures 10½ inches in length. Shipping weight, each, 5 pounds.

| Stock No. | Mfr's No. | Fact. List PAIR |
|---|---|---|
| 4H 4710 | 022 | [S] $18.75 |

Twelve sets in a carton.



Pair "O" gauge manual switches. By means of a lever at the side of control box, the swivel rail and signal light are turned. Bakelite base supports the rails. Moulded in the bakelite base are the frog, guard rails, closure rails, ties and tie plates. The absence of metal eliminates possibility of short circuits. Measures 10½ inches in length. Shipping weight, pair, 4 pounds.

| Stock No. | Mfr's. No. | Lgth. In. | Fact. List PAIR |
|---|---|---|---|
| 4H 4711 | 042 | 10½ | [S] $10.00 |

Twelve sets in a carton.

# GILBERT AMERICAN FLYER ELECTRIC TRAINS

## B. & O. ROYAL BLUE FREIGHT TRAINS

**23 Pieces—41" Long—3/16" Scale (Without Smoke and "Choo-Choo")**

Superpower worm drive. Remote control. Automatic coupling and electric uncoupling. Two rail track.

LOCOMOTIVE and TENDER No. 350. Combined length—17½".

LOCOMOTIVE—Die cast. Twelve wheels, B. & O. 4-6-2 type. Six drive wheels with eccentric double action piston rods. Four wheel pony two wheel booster trucks. Lucite electric headlight.

TENDER—Pressed steel, Bunker type, with imitation coal and ladder. Double trucks, nickel journal boxes, 8 wheels.

CARS—Double trucks, nickel journal boxes, 8 wheels. 1-633R Box 7⅛" long with sliding doors, ladders and brake wheel. 1-631 Gondola 8" long nickel journal boxes. 1-630 Caboose 6" long with light, cupola, end rails and ladders.

COUPLING—Automatic on every car and rear of tender. Couples and uncouples. Cars close together. ELECTRIC UNCOUPLING—Push button control.

FINISH—Locomotive and tender, Royal Blue Enamel. Cars, plastic in brilliant never-fade colors.

TRACK—12 sections No. 702 10" curved, 2 sections No. 700 straight, 1 No. 706 uncoupling device with control box.

RUNNING TRACK—140" oval. Diameter—40".

TRACK TERMINAL—1 No. 690.

TRANSFORMER—1 No. 75 watt 60 cycle Transformer included.

**No. 48T**—Each ..... $17.95

One Set in a Box

## ATLANTIC FREIGHT TRAINS WITH SMOKE AND "CHOO-CHOO"

**22 Piece—40-3/16" Long.**

**Locomotive and tender No. 302AC combined length 16".**

Locomotive—Die cast with removable boiler front for changing headlight. Ten wheels. Reading 4-4-2 type. Four drive wheels with eccentric double action piston rods. Four wheel pony–2 wheel booster trucks. Lucite electric headlight. Tender—Pressed steel, bunker type with imitation coal and ladder. Double trucks, nickel journal boxes, 8 wheels.

COUPLING—Automatic on every car and rear of tender. Couples anywhere. Cars close together. ELECTRIC UNCOUPLING—Push button control.

CARS—Double trucks, nickel journal boxes, 8 wheels. 1—628 Log–8¾" long. Six realistic logs and brake wheel. 1-633 Box—7 15/16" long with sliding doors, ladders and brake wheel. 1-630 Caboose 6" long with light, cupalo, end rails and ladders.

FINISH—Locomotive and tender, locomotive black. Cars, plastic in brilliant never-fade colors.

TRACK—12 sections No. 702 10" curved, 2 No. 700 10" straight and 1 No. 706 10" straight track with built-in uncoupling device and control box.

RUNNING TRACK—140" oval. Diameter—40".

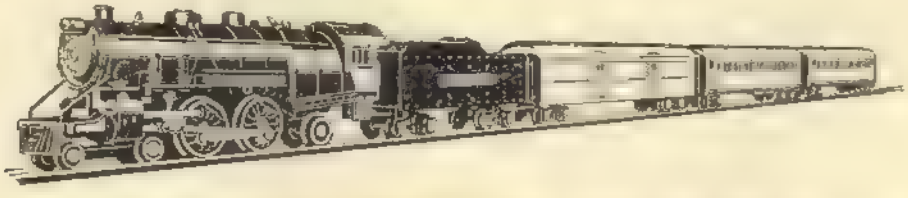
TRACK TERMINAL—1 No. 690. TRANSFORMER—75 Watt recommended.

**No. 4801A**—Each ..... $18.95

One Set in a Box

## ATLANTIC PASSENGER TRAINS

**Same Specifications as No. 4801A Except 50½" Long.**



CARS—10¾" long. Double truck nickel journal boxes, 8 wheels. 1-651-G Baggage with sliding doors. 2—650-G Coaches, Illuminated.

**No. 4803A**—Each ..... $19.95

One Set in a Box

# GILBERT AMERICAN FLYER ELECTRIC TRAINS

## PENNSYLVANIA FREIGHT TRAINS WITH CHOO-CHOO AND SMOKE

**21 Pieces—40¼" long**

LOCOMOTIVE and TENDER No 312AC with "CHOO-CHOO" and SMOKE. Combined length—17¾"

LOCOMOTIVE—Die cast with removable boiler front for changing headlight. Twelve wheels. Pennsylvania 4-6-2 type. Six drive wheels, eccentric arm triple action piston rods, side rods and connecting rods. Four wheel pony—2 wheel booster trucks. Lucite electric headlite. Regulation appointments. Jeweled markers. TENDER—Die cast, Bunker type with imitation coal, hand rails and jeweled markers Double truck, nickel journal boxes, 8 wheels

COUPLING—Automatic on every car and rear of tender. Couples anywhere. Cars close together. ELECTRIC UNCOUPLING—Push button control.

CARS—Double truck, nickel journal boxes, 8 wheels. 1—632 Hopper Car, 6⅝" long. Has ladders and brake wheel. 1—625 Tank—7⅝" long with ladders, hand rails and brake wheel. 1—630 Caboose—6" long with cupalo, end rails and ladders. Illuminated.

FINISH—Locomotive and tender, locomotive black and nickel trim. Cars, plastic in brilliant, never-fade colors.

TRACK—12 sections No .720 10" curved, 1 No. 700 10" straight and 1 No. 706 10" straight track with built-in uncoupling device and control box. RUNNING TRACK—140" oval. TRACK TERMINAL—1 No. 690. TRANSFORMER—100 or 150 Watt recommended

**No. 4607A**—Each . . . . . $29 95

One Set in a Box

## PENNSYLVANIA PASSENGER TRAINS WITH CHOO-CHOO AND SMOKE

**22 Pieces—50½ In. Long.**

LOCOMOTIVE and TENDER No 312AC with 'CHOO-CHOO' and SMOKE. Combined length 17¾"

LOCOMOTIVE—Die cast with removable boiler front for changing headlight. Twelve wheels. Pennsylvania 4-6-2 type. Six drive wheels, eccentric arm triple action piston rods, side rods and connecting rods. Four wheel pony—2 wheel booster trucks. Lucite electric headlight. Regulation appointments and markers

TENDER Die cast Bunker type with imitation coal, hand rails and markers Double truck nickel journal boxes, 8 wheels

COUPLING Automatic on every car and rear of tender Couples anywhere. Cars close together ELECTRIC UNCOUPLING Push button control

ARS—10¾" long. Double truck, nickel journal boxes, 8 wheels 1—651-R Baggage, Double truck, nickel journal boxes, 8 wheels 2—650-R Coaches, Illuminated

FINISH—Locomotive and Tender, locomotive black. Coal car pressed steel, enamel finish. Other cars, plastic in brilliant, never-fade colors.

TRACK—12 sections No. 702 10" curved 4 No. 700 10" straight with 1 No 706 uncoupling device and control box and 1 No. 712 automatic track section RUNNING TRACK 160" oval. Diameter—40". TRACK TERMINAL—1 No 690 TRACK LOCKS—16 No. 693 TRANSFORMER—100 or 250 Watt recommended

**No. 4609A**—Each . . . . . $32.95

One Set in a Box

## NEW YORK CENTRAL FREIGHT WITH CHOO-CHOO AND SMOKE

**26 Pieces—32$^{3}/_{16}$" long.**

LOCOMOTIVE and TENDER No 322AC with "CHOO-CHOO" and Smoke: Combined length—19".

LOCOMOTIVE—Die cast, with removable boiler front for changing headlight. Fourteen wheels, 4-6-4 type. Six drive wheels with eccentric arm triple action piston rods, side rods and connecting rods. Four wheel-pony—four wheel booster trucks. Lucite electric headlight. Regulation appointments. TENDER—Die cast, Bunker type with imitation coal, hand rails and ladder. Double die cast trucks, 12 wheels.

COUPLING—Automatic on every car and tender. Couples anywhere. Cars close together. ELECTRIC UNCOUPLING—Push button control.

CARS—Double truck, nickel journal boxes, 8 wheels. 1—716 automatic Coal Dump Car with Control Box—7⅝" long. Just press a button and side of car opens and dumps coal into bin. 1—634 Army Searchlight Car—8¾" long. Light turns on swivel base. Tilts to any angle. 1—629 Cattle Car—$7^{15}/_{16}$" long with brake wheel, ladder, sliding doors. 1—630 Caboose—6" long with cupalo, end rails and ladders. Illuminated.

FINISH—Locomotive and tender, locomotive black. Coal car, pressed steel, enamel finish. Other cars, plastic in brilliant, never-fade colors

TRACKS—12 sections No. 702 10" curved, 3 No. 700 10" straight, 1 No. 706 10" straight with built-in uncoupling device and control box and 1 No. 712 10" straight automatic track section. RUNNING TRACK—160" oval. Diameter—40". TRACK TERMINAL—1 No. 690. TRANSFORMER—100 or 150 Watt recommended

**No. 4611A** Each . . . . . $39 95

One Set in a Box

## GILBERT AMERICAN FLYER ELECTRIC TRAINS
### PENNSYLVANIA—LOG LOADER WITH CHOO-CHOO AND SMOKE

**27 Pieces—49½" long**

LOCOMOTIVE and TENDER No. 312AC with "Choo-Choo" and Smoke

LOCOMOTIVE—Die cast with removable boiler front for changing headlight. Twelve wheels, Pennsylvania 4-6-2 type. Six drive wheels with eccentric arm triple action piston rods, side rods and connecting rods. Four wheel pony—two wheel booster trucks. Regulation appointments with Lucite headlight and jeweled markers. TENDER—Die cast, Bunker type with imitation coal and jeweled markers. Has rails and ladders. Double trucks, nickel journal boxes, 8 wheels

COUPLING—Automatic on every car and rear of tender. Couples anywhere. Cars close together. ELECTRIC UNCOUPLING—Push button control.

CARS—Double truck with nickel journal boxes, 8 wheels. 1—717 Automatic Log Car with Control Box—7 1/16" long. Holds 3 realistic logs which are dumped to the ground by remote control. 1—627 Girder Car—8¾" long, loaded with a realistic bridge girder. Has brake wheel. 1—632 Hopper—6⅝" long. Has ladders and brake wheel. 1—630 Caboose—6" long with cupalo, end rails and ladders. Illuminated. 1—751 Log Loader with Control Box—8⅞" wide x 11⅛" long x 11" high. Elevator lifts log to overhead conveyor which carries it underneath roof to end of arms and drops into car below.

FINISH—Locomotive and tender, locomotive black. Log car, pressed steel, enamel finish. Other cars, plastic in brilliant, never-fade colors

TRACK—12 sections No. 702 10" curved, 2 No. 700 10" straight, 1 No. 706 10" straight track with built-in uncoupling device and control box. 1 No. 712 10" automatic track section. RUNNING TRACK—160" oval. Diameter—40". TRACK TERMINAL—1 No 690 TRANSFORMER—100 or 150 Watt recommended

**No. 4619A** . . . . . Each $52.50

### NEW YORK CENTRAL FREIGHT TRAIN WITH CHOO-CHOO AND SMOKE

**27 Pieces—52¼" long.**

LOCOMOTIVE and TENDER No 322AC with "CHOO-CHOO" and SMOKE FEATURE. Combined length—19".

LOCOMOTIVE—Die cast with removable boiler front for changing headlight. Fourteen wheels, 4-6-4 type. Six drive wheels, eccentric arm triple action piston rods, side rods and connecting rods. Four wheel pony—4 wheel booster trucks. Regulation appointments. Lucite electric headlight. TENDER—Die cast, Bunker type with imitation coal, hand rails and ladder. Double die cast trucks. 12 wheels

COUPLING—Automatic on every car and rear of tender. Couples anywhere. Cars close together. ELECTRIC UNCOUPLING—Push button control.

CARS—Double truck, nickel journal boxes, 8 wheels. 1—716 Automatic Coal Dump Car with Control Box—7⅝" long. Just press a button and side of car opens and dumps coal into bin. 1—633 Box—7 3/16" long with sliding doors, ladders and brake wheel. 1—635 Wrecker—8¾" long. Sab and boom turns on swivel base. Boom raises and lowers. 1—630 Caboose—6" long with cupalo, end rails and ladders. Illuminated. 1—752 Seaboard Coaler with Control Box—8⅝" wide x 10⅞" long x 16½" high. Bucket drops to coal pile, picks up coal, is then hoisted to top of tower, dumping coal into chute leading to car below

FINISH—Locomotive and tender, locomotive black. Coal car, pressed steel, enamel finish. Other cars, plastic in brilliant, never-fade colors

TRACK—12 sections No. 702 10" curved, 2 No. 700 10" straight, 1 No. 706 10" straight track with built-in uncoupling device and control box. 1 No. 712 automatic track section. RUNNING TRACK—160" oval. Diameter—40". TRACK TERMINAL—1 No. 690 TRANSFORMER. 100 or 150 Watt recommended.

**No. 4620A** . . . . . Each $60.00

All Above Trains, One Set in a Box

## GILBERT AMERICAN FLYER ELECTRONIC PROPULSION TRAINS

### NICKEL PLATE SWITCHER

**26 Pieces—48¼" Long**

LOCOMOTIVE and TENDER No. 342 D.C. with "CHOO-CHOO" and SMOKE FEATURE Combined length—14¾".

LOCOMOTIVE—Die cast with removable boiler front for changing headlight. Eight wheels, 0-8-0 type. Eight drive wheels with eccentric arm triple action piston rods, side rods and connecting rods Regulation appointments. Lucite electric headlight. TENDER—Die cast, Bunker type with imitation coal and imitation rear light and hand rails. Double trucks, nickel journal boxes, 8 wheels.

COUPLING—Automatic on every car and rear of tender Coupling rod on front of locomotive. Couples anywhere. Cars close together. ELECTRIC UNCOUPLING—Push button control.

CARS—Double truck, nickel journal boxes, 8 wheels.

1—715 Automatic Army Unloading Car with Armored Car and Control Box—7¾" long. Just press a button and platform on car swivels, tilts and shoots armored truck down incline

1—634 Army Searchlight—8¾" long. Light turns on swivel base Tilts to any agle.

1—631 Gondola—8" long

1—630 Caboose—6" long with cupalo, end rails and ladders. Illuminated.

FINISH—Locomotive and tender, locomotive black. Army unloading car, pressed steel, enamel finish. Other cars, plastic in brilliant, never-fade colors.

TRACK—12 sections No. 702 10" curved, 1 No. 706 10" straight track with built-in uncoupling device and control box, 1 No. 712 10" straight automatic track section, 2 No. 710 10" straight.

RUNNING TRACK—140" oval. Diameter—40"

TRACK TERMINAL—1 No. 690.

TRANSFORMER and No. 15 Directronic Rectiformer must be used.

**No. 4618** ..... Each $37.50

### UNION PACIFIC FREIGHT TRAINS

**26 Pieces—65" Long**

LOCOMOTIVE and TENDER No. 332 D.C. with "CHOO-CHOO" and SMOKE. Combined length—21½".

LOCOMOTIVE—Die cast, with removable boiler front for changing headlight. Sixteen wheels, Union Pacific 4-8-4 type. Eight drive wheels, realistic eccentric arm triple action piston rods, side rods and connecting rods. Four wheel pony—four wheel booster trucks. Regulation appointments. Jeweled markers. Lucite electric headlight. TENDER—Die cast, oil type with double die cast trucks, 12 wheels. Has hand rails and ladders.

COUPLING—Automatic on every car and rear of tender. Couples anywhere. Cars close together. ELECTRIC UNCOUPLING—Push button control.

CARS—Double truck, nickel journal boxes, 8 wheels. 1—628 Log—8¾" long. Six realistic logs and brake wheel. 1—633 Box 7 15/16" long with sliding doors, ladders and brake wheel. 1—635 Wrecker—8¾" long. Cab and boom turns on swivel base. Boom raises and lowers. 1—632 Hopper—8¾" long. Has ladders. 1—630 Caboose—6" long with cupalo, end rails and ladders. Illuminated.

FINISH—Locomotive and tender, locomotive black. Cars, plastic in brilliant, never-fade colors.

TRACKS—12 sections No. 702 10" curved, 3 sections No. 700 10" straight and 1 No. 706 10" straight with built-in uncoupling device and control box. RUNNING TRACK—160" oval. Diameter 40". TRACK TERMINAL—1 No. 690. TRANSFORMER and No. 15 Directronic Rectiformer must be used

**No. 4615** ..... Each $45 00

### UNION PACIFIC PASSENGER TRAINS

**25 Pieces. 72 7/16" long. Same specifications as No. 4615 except**

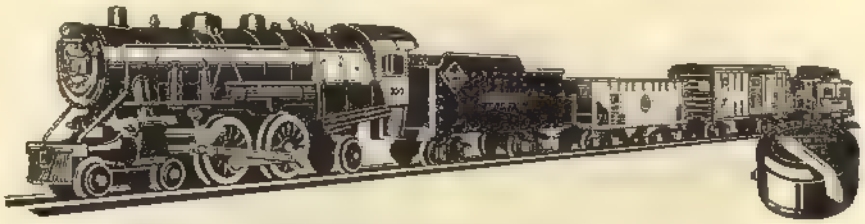
CARS—Double trucks, nickel journal boxes. 1—653-G—Baggage and Club Car—12" long with sliding and hinged doors. Illuminated. Has 6 wheel trucks. 2—652-G—Pullman—12" long, with imitation shades in windows. Illuminated. Have six wheel trucks. 1—654-G—Observation—11 15/16" long with imitation shades in windows. Illuminated. Has six wheel trucks. TRANSFORMER and No. 15 Directronic Rectiformer must be used.

**No. 4617** ..... Each $48.50

All Above Trains, One Set in a Box.

## GILBERT AMERICAN FLYER ELECTRIC RAILROAD TRAINS

### ATLANTIC FREIGHT TRAIN



**21 Pieces—38½" Long**

LOCOMOTIVE and TENDER No. 300. Combined length—16".

LOCOMOTIVE—Die cast with removable boiler front for chang ing headlight. Ten wheels, Atlantic 4-4-2 type. Four drive wheels with eccentric double action piston rods. Four wheel pony—2 wheel booster trucks Lucite electric headlight TENDER Pressed stee., Bunker type with imitation coal and ladder. Double trucks, nickel journal boxes, 8 wheels

COUPLING—Automatic on every car and rear of tender. Couples anywhere Cars close together. MANUAL UNCOUPLING

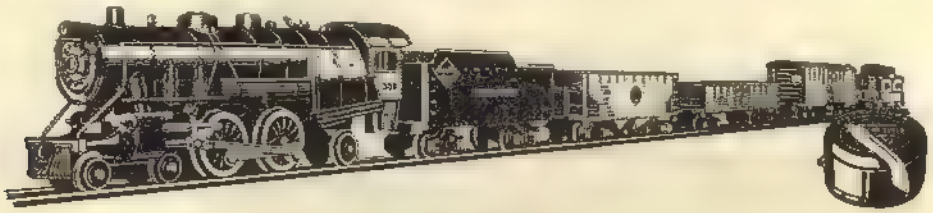
CARS—Double truck, nickel journal boxes, 8 wheels 1—640 Hopper Car—6⅝" long Has ladders. 1 -639 Box Car—7⅛" long with molded doors and ladders. 1—638 Caboose—6" long with cupola, end rails and ladders

FINISH—Locomotive and tender, locomotive black. Cars, plastic in brilliant, never-fade colors

TRACK 12 sections No 702 10" curved and 1 No. 704 manual uncoupling device. RUNNING TRACK—120" oval Diameter—40" TRACK TERMINAL—1 No 690 TRANSFORMER No. 1-25 Watt transformer included

**No. 490T** . . . . . Each $16.95

### ATLANTIC FREIGHT TRAIN



**22 Pieces—46½" Long**

LOCOMOTIVE and TENDER No. 300. Combined length—16".

LOCOMOTIVE—Die cast with removable boiler front for changing headlight. Ten wheels. Atlantic 4-4-2-type. Four drive wheels with eccentric double action piston rods. Four wheel pony—2 wheel booster trucks. Lucite electric headlight. TENDER—Pressed steel, Bunker type with imitation coal and ladder. Double trucks, nickel journa boxes, 8 wheels.

COUPLING—Automatic on every car and rear of tender. Couples anywhere. Cars close together. MANUAL UNCOUPLING

CARS—Double truck, nickel journal boxes, 8 wheels. 1—No. 641 Gondola—8" long. Nickel journal boxes. 1—640 Hopper Car—6⅝" long. Has ladders. 1—639 Box Car—7⅛" long with molded doors and ladders. 1—638 Caboose—6" long with cupola, end rails and ladders.

FINISH—Locomotive and tender, locomotive black. Cars, plastic in brilliant, never-fade colors

TRACK—12 sections No. 702 10" curved, 2 No. 700 10" straight and 1 No. 704 manual uncoupling device

RUNNING TRACK—140" oval Diameter—40". TRACK TERMINAL—1 No 690. TRANSFORMER—No. 1-25 Watt Transformer included.

**No. 4901T** . . . . . Each $19.95

### PACIFIC FREIGHT TRAIN

**22 Pieces—40½" Long**

LOCOMOTIVE and TENDER—1 No 290 Pacific locomotive and tender with "CHOO-CHOO" and SMOKE Combined length 17¾"

LOCOMOTIVE—Die cast body. Twelve wheels, Pacific 4-6-2 type Six drive wheels with eccentric double action piston rods. Four wheel pony 2 wheel booster trucks Lucite electric headlight. TENDER—Pressed steel, Bunker type with imitation coal and ladder. Double trucks nickel journal boxes, 8 wheels

COUPLING—Automatic on every car and rear of tender Couples anywhere Cars close together. ELECTRIC UNCOUPLING Push button control

CARS Double truck, nickel journal boxes, 8 wheels. 1—640 Hopper Car—6⅝" long Has ladders. 1—639 Box Car—7⅛" long with molded doors and ladders. 1—638 Caboose—6" long with cupola, end rails and ladders

FINISH—Locomotive and tender, locomotive black Cars, plastic in brilliant never-fade colors

TRACKS—12 sections No 702 10" curved, 2 No. 700 10" straight and 1 No 706 uncoupling device and control box

RUNNING TRACK 140" oval Diameter—40". TRACK TERMINAL 1 No 690 TRANSFORMER—No 2-75 Watt Transformer included

**No. 4904T** . . . . . Each $29 95

All Above Trains, One in a Box

## GILBERT AMERICAN FLYER ELECTRIC TRAINS

### PENNSYLVANIA K-5 FREIGHT TRAIN WITH WHISTLE, "CHOO-CHOO" AND SMOKE

**23 Pieces—40½" Long**

LOCOMOTIVE and TENDER No 314 with WHISTLE, "CHOO-CHOO" and SMOKE. Combined length—17¾".

LOCOMOTIVE—Die cast with removable boiler front for changing headlight. Twelve wheels, Pennsylvania 4-6-2 type. Six drive wheels with eccentric arm triple action piston rods, side rods and connecting rods. Four wheel pony—2 wheel booster trucks. Lucite electric headlight. Regulation appointments and markers. TENDER—Die cast, Bunker type with imitation coal, hand rails and markers. Double truck, nickel journal boxes, 8 wheels.

WHISTLE—In tender

COUPLING—Automatic on every car and rear of tender. Couples anywhere. Cars close together. ELECTRIC UNCOUPLING—Push button control

CARS—Double truck, nickel journal boxes, 8 wheels. 1—632 Hopper Car—6⅜" long. Has ladders. 1—625 Tank—7⅝" long with ladders, hand rails and brake wheel. 1—630 Caboose—6" long with cupola, end rails and ladders. Illuminated

FINISH—Locomotive and tender, locomotive black and nickel trim. Cars, plastic in brilliant, never-fade colors

TRACK—12 Sections No. 702 10" curved, 2 No. 700 10" straight and 1 No. 706 uncoupling device and control box

RUNNING TRACK—140" oval. Diameter—40"

1—WHISTLE CONTROL—TRACK TERMINAL 1 No. 690 TRACK LOCKS—14 No. 693 TRANSFORMER 100 or 250 Watt recommended

**No. 4907AW**..... Each $35.95

### HUDSON MAIL PICK UP TRAIN

**27 Pieces—65" Long**

LOCOMOTIVE AND TENDER No 322AC with "CHOO-CHOO" and SMOKE. Combined length—19".

LOCOMOTIVE—Die cast, with removable boiler front for changing headlight. Fourteen wheels, 4-6-4 type. Six drive wheels with eccentric arm triple action piston rods, side rods and connecting rods. Four wheel pony—four wheel booster trucks. Lucite electric headlight. Regulation appointments.

TENDER—Die cast, Bunker type, with imitation coal, hand rails and ladder. Double die cast trucks, 12 wheels.

COUPLING—Automatic on every car and rear of tender. Couples anywhere. Cars close together. ELECTRIC UNCOUPLING—Push button control

**No. 4914A**..... Each $45.00

CARS—1—718R Automatic Mail Pick-Up Car with Control Box—10⅝" long. Metal pick-up arm extends, picks up one mail bag as another is ejected. 3—650R Coaches—10⅝" long. Illuminated

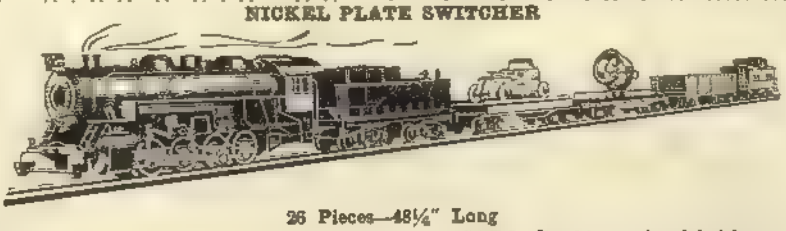
FINISH—Locomotive and Tender, locomotive black. Coal car pressed steel, enamel finish. Other cars, plastic in brilliant, never fade colors.

TRACK—12 sections No. 702 10" curved, 4 No. 700 10" straight with 1 No. 706 uncoupling device and control box and 1 No. 712 automatic track section

RUNNING TRACK—160" oval. Diameter—40"

TRACK TERMINAL—1 No. 690 TRACK LOCKS—16 No. 693 TRANSFORMER—100 or 250 Watt recommended

### NICKEL PLATE SWITCHER



**26 Pieces—48¼" Long**

LOCOMOTIVE and TENDER No. 342DC with "CHOO-CHOO" and SMOKE feature. Combined length—14¾".

LOCOMOTIVE—Die cast with removable boiler front for changing headlight. Eight wheels, 0-8-0 type. Eight drive wheels with eccentric arm triple action piston rods, side rods and connecting rods. Regulation appointments. Lucite electric headlight. TENDER—Die cast, Bunker type with imitation coal and imitation rear light and hand rails. Double trucks, nickel journal boxes, 8 wheels.

COUPLING—Automatic on every car and rear of tender. Coupling rod on front of locomotive. Couples anywhere. Cars close together. ELECTRIC UNCOUPLING—Push button control

CARS—Double truck, nickel journal boxes, 8 wheels. 1—715 Automatic Unloading Car with car and control box—7¾" long. Just press a button and platform on car swivels, tilts and rolls armored truck down incline. 1—634 Searchlight Car—8¾" long. Light turns on swivel base. Tilts to any angle. 1—631 Gondola—8" long. 1—630 Caboose—6" long with cupola, end rails and ladders. Illuminated

FINISH—Locomotive and tender, locomotive black. Unloading car, pressed steel, enamel finish. Other cars, plastic in brilliant, never fade colors.

TRACK—12 sections No. 702 10" curved, 4 No. 700 10" straight with 1 No. 706 built-in uncoupling device and control box, 1 No. 712 automatic track section

RUNNING TRACK—160" oval. Diameter—40". TRACK TERMINAL—1 No. 690. TRACK LOCKS—16 No. 693. It is not electronically propelled. Has Universal Motor; runs on either AC or DC

TRANSFORMER—100 or 250 Watt recommended

**No. 4730A**..... Each $37.50

All Above Trains, One in a Box

# GILBERT AMERICAN FLYER ELECTRIC RAILROAD TRAIN DISPLAY

Dimensions of Base: 6 ft. long x 4 ft. wide

Size of backboard with Shelves 6 ft. x 27 in. high

Base attractively decorated with simulated grass, water effect roadways, track right-of-way, etc. Set up instructions included

Track, switches, bridge, automatic uncouplers and control buttons mounted and wired to base

OTHER equipment, listed below, including Transformer, furnished with display for easy mounting

Here is what you get:

| | |
|---|---|
| 5—No. 701 ½ Sections Straight Track at $0.25 each | $ 1.25 |
| 2—No. 700 Sections Straight Track at $0.25 | .50 |
| 16—No. 702 Sections Curved Track at $0.25 | 4.00 |
| 1 pr No. 720 Remote Control Switches | 15.95 |
| 1—No. 581 Girder Bridge | 2.50 |
| 2—Automatic Uncoupling Units | 2.05 |
| 1 No 751 Automatic Log Loader | 18.95 |
| 1—No. 717 Automatic Log Car | 4.95 |
| 1—No 755 Talking Station | 16.95 |
| 1—No 759 Sam the Semaphore Man | 8.50 |
| 1 No 592 Crossing Gate | 7.50 |
| 1 No 577 Whistling Billboard | 5.95 |
| 1 No 4B Transformer with Circuit Breaker | 8.95 |
| Retail Value | $38.00 |

YOUR INVESTMENT of $98.00 is returned to you by selling the above material at full retail prices, plus a profit on the charge you make for the wired base board. The trains illustrated are as follows

No 490T —Atlantic Freight

No 4904T —Pacific Freight

No 4907AW Penn. K5 Freight with Whistle—CC & S

No. 4914A —Hudson Mail Pick Up

No 4619A —Penn. Log Loader

Purchase these trains, plus other trains and equipment needed for a successful selling season from your jobber

**No. 98**—Display—Complete .....Per display $98.00

One in a Shipping Carton

# GILBERT AMERICAN FLYER ELECTRIC RAILROAD ACCESSORIES

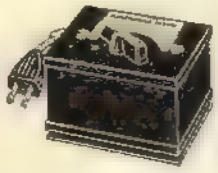
## TRANSFORMERS

'Safety First' is the motto of the railroads, and the motto of American Flyer's engineers in perfecting these superpower "Safety First" transformers

Output is limited to 15 volts, materially reducing danger of burning out lights, motors, etc. Simplified three terminal post arrangement eliminates complicated equipment circuits. Engineer's Throttle control, standard on all models, shows "miles per hour" train is set for. While made especially for American Flyer trains, these transformers are equally useful for other electrical toys. They operate only on alternating current

| Transformer | Recommended for Train Set |
|---|---|
| Nos. 4B, 8B | Nos. 4607A, 4907AW, 4609A, 4611A, 4914A, 4730A |
| Nos. 4B, 8B, 12B | Nos. 4619A, 4620A |
| No. 14 Electronic Rectiformer | Train Nos. 4618, 4615, 4617, HO-140, HO-141 require the No. 14 Electronic Rectiformer— |
| No. 15 Rectifier | or the No. 15 Rectifier and Transformer No. 4B, 8B, or 12B. |

### TRANSFORMERS



75 Watts, 60 cycles. Recommended for American Flyer Train Sets 4601, 4602, 4603, 4604. Variable voltage output from 7 to 15 volts. Simplified three terminal post arrangement. Engineers' throttle control, shows miles per hour train is set for. Built to Gilbert Hall of Science precision standards.

**No. 2**—75 Watts Each $6.50
One in a Box.

100 watts, 60 cycles. Recommended for American Flyer train sets 4607A, 4907AW, 4609A, 4611A, 4914A, 4730A, 4619A and 4620A
Engineers' throttle control, shows miles per hour train is set for
Built to Gilbert Hall of Science pre-standards
Has built-in circuit breaker

**No. 4B**—100 watts .. .. ... . ..Each $8.95
One in a Box

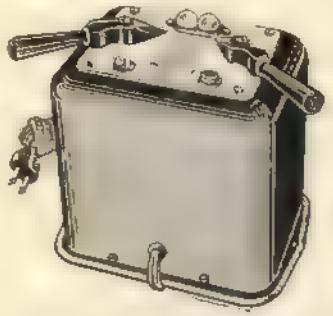
**Safety First**

**100 Watts, 60 Cycles**

Has green tail pilot light which shines as long as current is passing thru the transformer and a red pilot light which flashes red when a short circuit occurs. Instrument panel shows miles per hour train is set for. Approved by Underwriters' Laboratories.

**No. 8B**—100 Watts .....Each $10.95
One in a Box, Six in a Carton

### TRANSFORMER
**Safety First Twin Control**

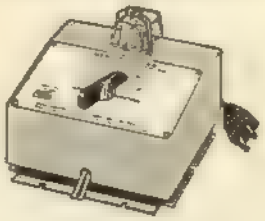


Built and designed for heavy duty on large track layouts with numerous accessories. Dual speed control throttles and instrument panels show miles per hour train is set for. Will operate from two to four trains on two separate layouts. Makes possible operation of trains on separate track layouts at different rates of speed. Has built-in circuit breaker and equipped with red and green pilot lights. On and off switch located on transformer—handiest possible place.

Recommended for American Flyer train sets 4619A and 4620A

**No. 12B**—250 Watts .....Each $21.50
One in a Box

### ELECTRONIC RECTIFORMER



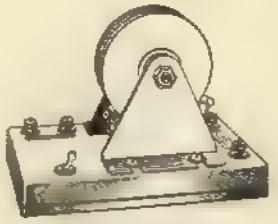
The best way to operate Electronic Propulsion Locomotives.

The Electronic Rectiformer is a complete power source containing an Electronic tube which changes A.C. house current to low voltage D.C.—the current required for Electronic Propulsion locomotives. Throttle controls speed of train only and shows scale miles per hour. Direction of train is changed by pushing separate switch. Unit has two outlets: D.C. outlet for operating Electronic Propulsion or standard locomotives. A.C. outlet for operating track controls and equipment. Two built-in circuit breakers—for A.C. and D.C. Unit can be connected only to A.C. house current, 110 to 120 volts.

Trains No. 4618, 4615, HO-140, HO-141 requires No. 14 rectiformer.

**No. 14** .. .. ... . .. ... .Each $25.00
One to a Carton

### DIRECTRONIC RECTIFIER



Capacity—4 Amperes

Electronic Propulsion locomotives operate only on direct current, and the No. 15 Rectifier offers one way to convert A.C. to D.C. A transformer must be used with the Rectifier. The correct hook-up is to plug transformer into house current—connect Rectifier to transformer—and connect track wires to Rectifier. Toggle switch controls direction of locomotive

**No. 15** . .....Each $12.95
One in a Box

### TRAIN LAMPS
**American Flyer**

Lamps are used as follows: No. 440 and 453 in all locomotives and cars, all stations and equipment except Nos. 579, 580 and 758. No. 451 for No. 579 and No. 580 lamp posts. No. 441 where Red globes are required. No. 443 where Green globes are required. No. 453 must be used in No. 720 Switches. No. 452 used for No. 758 "Sam," The Semaphore Man.

| Nos. | Volts | Color | Diam. | Lamps in Pkg. | Per Pkg. |
|---|---|---|---|---|---|
| 440 | 14 | Clear | 7/8" | 3 | $0.75 |
| 441 | 18 | Red | 7/8" | 3 | .75 |
| 443 | 18 | Green | 7/8" | 3 | .75 |
| 451 | 18 | Frosted | 1 1/8" | 1 | .30 |
| 452 | 18 | Clear | 7/8" | 1 | .75 |
| 453 | 18 | Clear | 7/8" | 3 | .85 |

**G-E Mazda**

Specially constructed miniature Mazda train lamps to reduce breakage and burnouts, due to the high voltage fluctuations and very heavy hard thumping and jarring miniature trains are subject to. Clear bulb

**No. 428**—12-volt, No. G-4½... Each $0.10T
**No. 1446**—12-volt, No. G-3½ ... Each .15T
**No. 1447**—18-volt, No. G-3½ .. Each .20T
**No. 432**—18-volt, No. G-4½ ... Each 10T

"T" Plus Federal Excise Tax
Ten in a Carton

# GILBERT AMERICAN FLYER ELECTRIC RAILROAD ACCESSORIES

### 3/16" SCALE TRACK EQUIPMENT STRAIGHT TRACK

No. 700—10" Long—Each ..... $0 25
144 in a Carton

No. 701—5" Long—Each ..... .25
Twelve in a Carton

### 3/16" SCALE CURVED TRACK

No. 702—10" Long—Each ..... $0.25
48 in a Carton

No. 703—5" Long—Each ..... .25
Twelve in a Carton

### TRACK PINS

Steel

No. 691—Per Package (12) ..... $0.15
144 in a Carton

Fiber

No. 692—Per Package (4) ..... .15
48 in a Carton

### 3/16" SCALE TRACK TERMINAL

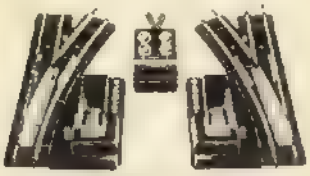
No. 690 ..... Each $0 20
Twelve in a Carton

### 3/16" SCALE CROSSOVERS—90°

Unit consists of two straight sections of track, each 10" long, at 90°.

No. 725 Each $1.95
Three in a Carton.

### 3/16" SCALE REMOTE CONTROL SWITCHES



Quick action switches with red and green lights, new remote control box with two switch control levers. Lights stay on when train is shut off.

No. 720. .....Per pair $15 95
Three in a Carton.

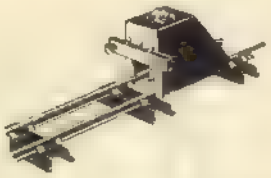
722 Manual. 9 95

### 3/16" SCALE, REMOTE CONTROL ELECTRIC UNCOUPLER

A new type—built in 10" straight track section. Operates only with new style American Flyer automatic couplers. Complete with electric control button.

No. 706 ..... Each $2.50
Six in a Carton

### 3/16" SCALE BUMPER WITH STRAIGHT TRACK



Easily snapped on and off. Equipped with recoil spring and light

No. 730 Each $1 95
Six in a Carton

### 3/16" SCALE AUTOMATIC UNCOUPLERS, TRUCKS, WHEELS AND AXLES

Fine for converting cars with old style couplings to new automatic positive action type that will fit new 3/16" scale track. Sold in pairs

No. 694.....Per pair $1.00
Six in a Carton

### TRACK LOCK

Keeps tracks from separating when trains are being operated

No. 693. ..Per package (14) $0.30
One Gross to a Carton

### AUTOMATIC TRACK TRIP

A pressure type relay switch to operate American Flyer Gates, Whistles, Semaphore etc., by the weight of the train

No. 697 .....Each $1 75
Twelve to a Carton

### REVERSE LOOP KIT

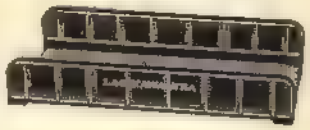
3 Track Terminals 6 Fiber Pins, 1 D P.D T Switch and 120" wire to make a Reverse Loop.

No. 696..... .Each $1 75
Six to a Carton

### SMOKE CARTRIDGE

No. 26—Per Package (12) $1.25
Six Packages in a Carton.

### GIRDER BRIDGE



Authentically designed and built to correct scale. Sturdy, strong, modern girder type. Finished in silver. Size 10"x1¾"x4⅝"

No. 581 .....Each $2 50
One in a Box, Four in a Carton

### TRESTLE BRIDGE

Structurally designed like the big ones and built of heavy steel with tender's house with interior light on top. Bright enamel finish Track terminal included. Size 17¾"x8¼"x 4½".

No. 750 ..... Each $4 95
One in a Box

### TUNNELS

Attractive hand decorated finish. Looks realistic and is strongly made.

No. 249—Tunnel—Length 11½ in. Each $2 95
Six in a Box

### AUTOMATIC HIGHWAY FLASHER

Upright, cross arms and red lights that flash on and off as train approaches. Modeled after real highway flashing signs. Size 4⅞" high, base 2⅛" x 2½"

No. 760.....Each $4 95
One in a Box, Six in a Carton

# GILBERT AMERICAN FLYER ELECTRIC RAILROAD ACCESSORIES

### SINGLE STREET LIGHT

Modern design single post type with dome enclosing frosted light on top. Brilliant baked enamel finish. Electrical contact made through terminals in sturdy base. Track terminal included. Size 6½" x 1½".

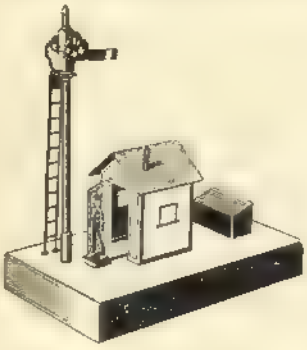
**No. 579** ..... Each $1.50
One in a Box, Six in a Carton

### DOUBLE ARC LIGHT

Duo lighting through two large domes enclosing frosted lights mounted at top of single post support. Sturdy base with electrical contact terminals. Track terminal included. Baked enamel finish Size 6½ x 1½".

**No. 580** ..... Each $2.25
One in a Box, Six in a Carton

### "SAM" THE SEMAPHORE MAN



This interesting and colorful little man is always on the job. Press the control button, he rushes out of his shack, lowers the semaphore arm and stops the train. Release the button, the arm goes up, "Sam" returns to his shack and the train proceeds. Size 7¼" high, base 3⅞"x6⅛".

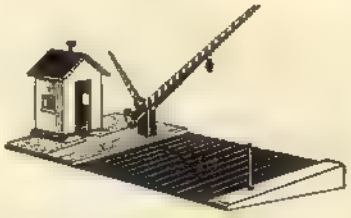
**No. 758** ..... Each $8.50

### AUTOMATIC SEMAPHORE

An ingenious device to control either one or more trains on a block system without fear of rear end collision Arm moves up and down Light changes from green to red controlling trains "Just Like Real." Size 7¾" high, base 3⅝" x 1⅝"

**No. 761** ..... Each $5 95

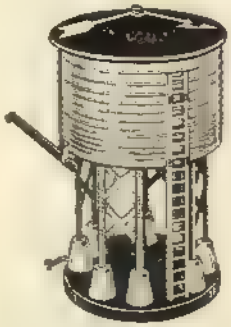
### CROSSING GATE WITH WATCHMAN'S SHACK



Mounted crossing setting. Die cast with imitation road. Electrically controlled double arm gates raise or lower. Light illuminates red when road gate is down. Realistic watchman's house. Enamel finish. Size 10"x5¼".

**No 592** ..... Each $7 50
One in a Box, Four in a Carton

### WATER TANK



Supply tank and aviation beacon Direction arrow and aviation warning light on top of tank Water spout raises and lowers. Electrically operated push button control. Realistic structural base with ladder. Brilliant coloring. Size 11x6x6½ in

**No. 596** ..... Each $5.95
One in a Box, Six in a Carton.

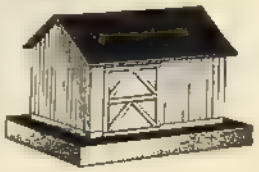
### SIGNAL TOWER

Realistic two-story tower. Stairs lead to lighted operator's room on second floor. Windows on three sides. Brilliantly colored enamel finish. Track terminal included. Size 7⅝" x5½".

**No. 593** ..... Each $5 95
One in a Box, Four in a Carton

### TOOL SHED

Typical railroad shed mounted on platform. Has sliding door. Brilliant enamel finish. Size 4½"x 6¾"x5¼".



**No. 585** ..... Each $2 50
One in a Box, Four in a Carton

### STATION FIGURE SET

Assortment of 6 hand-painted railroad workers, platform truck, 2 milk cans and 1 barrel, all assembled in display package. Use of figures and equipment adds realism to rail road scenes.

**No 578** ..... Per set $2.95
One Set in a Box Six Sets in a Carton

### WHISTLE UNIT

**Automatic and Remote Control**

Whistle can be operated at same time with block signal system. Will operate automatically through track strip at any predetermined point and through remote control at any location at any time. Mounted in realistic illuminated billboard. Size 4"x7½"x4".

**No. 577** ..... Each $5.95
One in a Box, Four in a Carton

# GILBERT AMERICAN FLYER ELECTRIC RAILROAD ACCESSORIES

## AUTOMATIC TALKING STATION

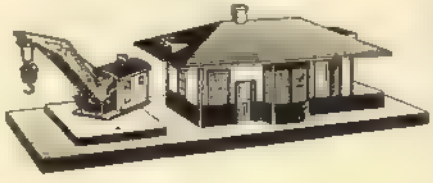
Equipped with automatic electric audio announcer. Produces true-to-life sound effects of real railroading—hissing steam, chug of pistons, train announcing, etc. Stops and starts trains by remote control. Big roomy station with windows, interior light and swinging door. Freight section has raised platform and 2 sliding doors. Entire outfit on platform. Enamel finish. Size 6 x 12 x 8"

**No. 755** .....Each $16.95
One in a Box

### TALKING STATION RECORDS

**No. 598** .....Each $0.85

## FREIGHT AND PASSENGER STATION WITH CRANE



Combination station and revolving crane. Regulation passenger section with ticket office, windows, door and interior illumination. Freight section has raised loading platform and two sliding doors. Equipped with hand-operated crane. Cab and boom mounted on swivel base permitting complete revolution. Boom raises and lowers. Brilliant coloring. Track terminal included. Size 19"x8"x5½".

**No. 512** . . . . . ...Each $7.50
One in a Box

## PASSENGER AND FREIGHT STATION

Freight section has raised platform and 2 sliding doors. Passenger section has realistic Windows and interior illumination. Track terminal included. Size 6"x12"x8".

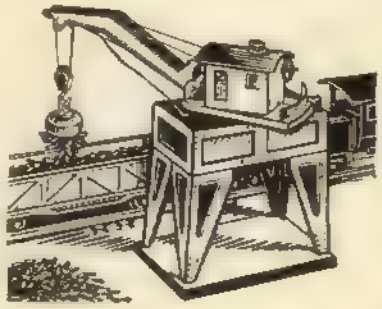
**No. 589** . . . . . Each $5.95
One in a Box, Three in a Carton

## WAYSIDE STATION

Suburban station with movable baggage truck with operator and porter, also adaptable as accessory to regular station as platform shed. Has double seating bench, long roof and two lights. Track terminal included Brilliant baked enamel finish Size 12"x5"x 3¾".

**No. 586F** . . . . . Each $3.95
One in a Box, Six in a Carton

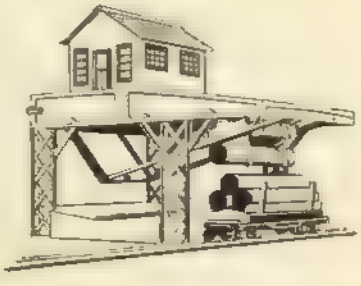
## ELECTROMATIC CRANE



Rugged realistic marvelous device for handling freight. Grabs up load of steel by electro magnetic power, hoists and swings it over car and unloads—all by remote control Cab and boom turn on swivel. Boom raises and lowers by hand wheel Size 11"x4"x8"

**No. 583** .....Each $11.95
One in a Box Four in a Carton

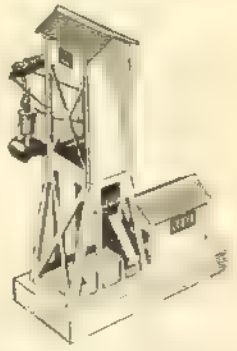
## AUTOMATIC LOG LOADER



Elevator lifts log to overhead convevor, which carries it underneath roof to end of arms and drops log into car below. Action directed by two remote control push buttons Size 8¾" x 11".

**No. 751** Each $18.95
One in a Carton

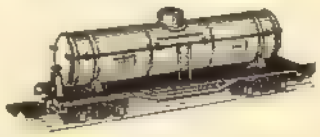
## AUTOMATIC COAL LOADER



Bucket drops to coal pile—jaws open and snap together when full. Loaded bucket is then hoisted to top of tower, dumping coal into chute leading to car below. Remote control. Size 8⅝" x 10¾" x 16½".

**No. 752** ..... Each $18.95
One in a Carton.

## 5/16" SCALE TANK CAR



Has ladders, hand rail and brake wheel. Orange with black chassis. 7⅝" long.

**No. 625** ..... Each $3.00
One in a Box.

## 3/16" SCALE GIRDER CAR

Loaded with a realistic bridge girder. Has brake wheel. Gray chassis, red girder 8¾" long

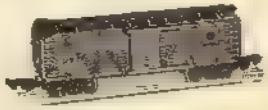
**No. 627** . . . . . Each $3.00
One in a Box

## 3/16" SCALE LOG CAR

Has brake wheel and six realistic logs. Gray chassis 8¾" long

**No. 628** .....Each $3.00
One in a Box

## 3/16" SCALE CATTLE CAR

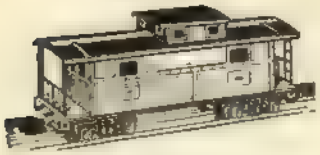


Has brake wheel, ladder, door you can open or shut. 7 13/16" long

**No. 629** ..... Each $3.50
One in a Box.

# GILBERT AMERICAN FLYER ELECTRIC RAILROAD ACCESSORIES

### 3/16" SCALE CABOOSE With Light

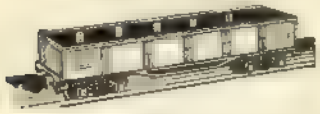


Nickel journal boxes, eight wheels. Red, 6" long.

**No. 630** Each $3.00

One in a Box.

### 3/16" SCALE GONDOLA CAR



Sturdily constructed from railroad blue prints. Green. 8" long

**No 631** ..... Each $2.50

One in a Box

### 3/16" SCALE HOPPER CAR

Nickel journal boxes, ladder, eight wheels Gray. 6⅝" long.

**No. 632** ..... Each $3.00

One in a Box.

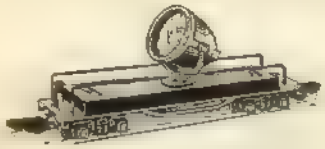
### 3/16" SCALE BOX CAR

Has ladder, brake wheel. Sliding doors add to the fun. White sides, red roof. 7 13/16" long

**No 633** ..... Each $3.00

One in a Box.

### 3/16" SCALE ARMY SEARCHLIGHT CAR

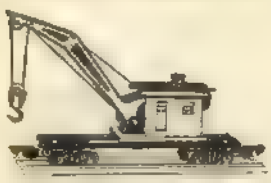


Turns and tilts on swivel base. Gray chassis black platform, yellow lamp housing. 8¾" long

**No. 634** ..... Each $4.00

One in a Box

### 3/16" SCALE WRECKER CAR



Cab and boom turn on swivel base. boom and hook raise and lower. Gray chassis, green boom, yellow house, red roof. 8¾"

**No. 635** ..... Each $4.50

One in a Box

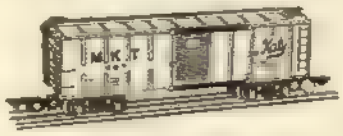
### 3/16" SCALE DEPRESSED CENTER FLAT CAR

Six wheel trucks with nickel journal boxes Loaded with a gigantic reel of cable. Gray with yellow reel. 10½" long

**No. 636** ..... Each $4.00

One in a Box

### 3/16" SCALE M.K.T. BOX CAR



Has ladder, brake, wheel, sliding door. All yellow, black lettering

**No. 637** ..... Each $3.00

One in a Box

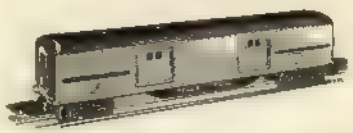
### 3/16" SCALE COACH CAR

Coach with light. Double truck, nickel journal boxes. Red or green. 10¾" long.

**No. 650** ..... Each $3.50

One in a Box.

### 3/16" SCALE BAGGAGE CAR



Double truck, nickel journal boxes, eight wheels. Red or green. 10¾" long

**No. 651** ..... Each $3.50

One in a Box

### 3/16" SCALE PULLMAN CAR

Pullman with light. Like real—even to the imitation window shades. Red or green, 12" long

**No. 652** ..... Each $4.95

One in a Box.

### 3/16" SCALE BAGGAGE AND CLUB CAR

Baggage and Club Car with light. Sliding and hinged doors. Red or green. 12" long

**No. 653** ..... Each $4.95

One in a Box

### 3/16" SCALE OBSERVATION CAR

Observation Car with light. Observation platform, imitation window shades. Red or green. 11 13/16" long

**No. 654** ..... Each $4.95

One in a Box.

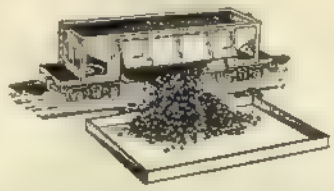
### 3/16" SCALE AUTOMATIC CARS ARMY UNLOADING

Includes automatic track section, single button control box. Platform on car swivels, tilts, shoots armored car down incline when you press remote control button. 7¾" long

**No. 715** ..... Each $4.95

One in a Box

### COAL DUMP

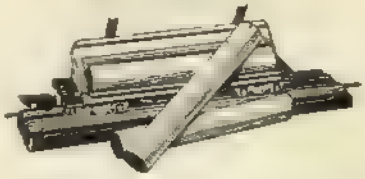


Includes automatic track section, imitation coal, bin, single button control box. Side swings open via remote control, coal pours out into unloading bin. Tuscan red outside, black inside. 7⅝" long.

**No. 716** ..... Each $4.95

One in a Box

### LOG UNLOADING

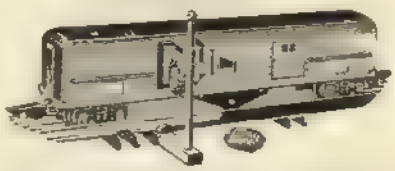


Includes automatic track section, single button control box, three realistic logs. Holds 3 logs which are dumped to ground by remote control. Black chassis, yellow platform. 7 13/16" long

**No. 717** ..... Each $4.95

One in a Box.

### MAIL PICK-UP



Includes special track section, single button control box. By remote control the car's metal pick-up arm extends, picks up one mail bag as another is ejected Red 10¾

**No. 718** ..... Each $5.95

One in a Box.

## LIONEL ELECTRIC TRAIN TRANSFORMERS

**No RW**

TYPE RW, 110 Watt, 115 Volts A.C., 60 Cycles. A new Multi-Control "Trainmaster" featuring variable voltage Speed Control Throttle. Built-in Whistle and Reversing buttons. Two voltage ranges, one high and one low. Heavy welded steel case

**No. RW**..... Each $13.95
Six in a Carton

**No. 1033**

TYPE 1033, 90 Watt, 115 Volts A.C., 60 Cycles. Has new easy-to-grip Speed Control Throttle for operation of train. Whistle can be blown or Locomotive reversed by means of lever at left. Designed for cool running. Has built-in circuit breaker, four binding posts. Permanent finish case

**No. 1033**. . . . . Each $10.95
Six in a Carton

## LIONEL 027 GAUGE TRACK AND SWITCHES

### CURVED AND STRAIGHT TRACK

Straight Track is 8⅞" in long. Curved Track is 9" in long

**No. 1018**—Straight Track . Each $0.25
**No. 1013**—Curved Track .. Each .25
100 Pieces in a Carton

**No. 313-82**—Fibre Pins ... Each .05
**No. 1013-17** Steel Pins ...Per dozen .10
Twelve Dozen in a Carton

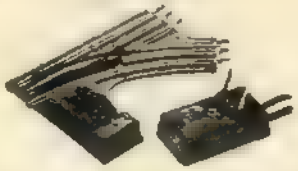
### 90° CROSSOVER

**No. 1021** . . . Each $1.75

### MANUAL SWITCHES

**No. 1024**.....Per pair $5.00
Twelve Pair in a Carton

### ELECTRIC REMOTE CONTROL SWITCHES



**No. 1121**.....Per pair $10.95
Twelve Pair in a Carton

### MAGNETIC TRACK SET

**No 6019** . . . . . .Each $2.75
Twelve in a Carton

### LOCKON

For 027 or 0 Gauge

**No. CTC** .....Each $0.40
Twelve in a Carton

### ILLUMINATED BUMPER

For 027 or 0 Gauge

**No 26** . . . . . ..Each $0.40
Twelve in a Carton

## LIONEL "0" GAUGE TRACK AND SWITCHES

### CURVED AND STRAIGHT TRACK

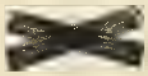
Curved and Straight Track. Running rails have doubled, turn-back flanges for extra strength. Perfectly insulated. Half sections of both straight and curved track can be used for layouts requiring short lengths.

| Nos. | Each |
|---|---|
| **OC**—Curved Track (10⅞" long) | $0.30 |
| **OS**—Straight Track (10" long) | .30 |
| **½OC**—Half Section Curved Track | .30 |
| **½OS**—Half Section, Straight Track | .30 |

100 Sections in a Carton

**OC-18**—Steel Pins . . Per dozen .10
**011-11**—Fibre Pins ..... Each .05
Twelve in a Carton

### 45° AND 90° CROSSOVER



45-degree Crossover. Solid bakelite center block, steel base. Interesting accessory

**No. 020X**—45° . . . .Each $2.75
Six in a Carton

90-degree Crossover. Cross rails are mounted on an ornamental steel base, beautifully enameled. Solid bakelite center block prevents short circuits. An invaluable accessory for any model pike

**No. 020**—90° .. . . . ..Each $2.50
Twelve in a Carton

### MANUAL SWITCHES

Manual Switches. Heavy base locks rails securely in position. Lever on control unit turns swivel rail and signal lamp simultaneously

**No. 042**.....Per pair $10.00
Six Pair in a Carton

### ELECTRIC REMOTE CONTROL SWITCHES

**No. 022** .....Per pair $18.75
Six Pair in a Carton

### REMOTE CONTROL TRACK SET

**No. UCS**.....Each $3.00
Twelve in a Carton

# LIONEL "027" GAUGE ELECTRIC TRAINS

**Magnificent Scale Detailing, Powerful Direct Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**

### "027" GAUGE—FREIGHT—22 PIECE SET
**With Smoke and Whistle**

Train set consists of 1 No. 2026 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 3461 Operating Lumber Car with load of logs and bin—1 No. 6465 Oil Car—1 No. 3464 Animated Box Car—1 No. 6357 illuminated Caboose—8 sections No. 1013 Curved Track—5 Sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 1453WS** ..... Per set $47.95

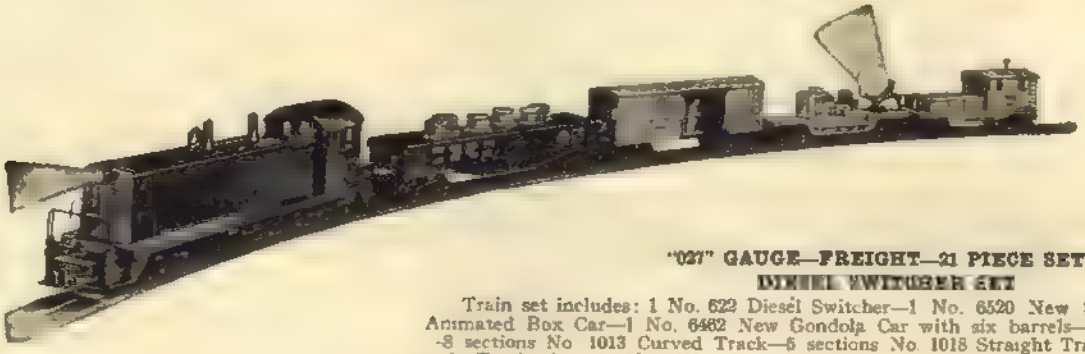
One Set in a Box, Three Sets in a Shipping Carton

### "027 GAUGE—FREIGHT—22 PIECE SET
**With Smoke and Whistle**

Train set includes: 1 No. 2025 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 3472 Operating Milk Car and Platform—1 No. 6465 Oil Car—1 No. 6462 new Gondola Car with six barrels—1 No. 6357 illuminated Caboose—8 sections No. 1013 Curved Track—5 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 1455WS** ..... Per set $52.50

One Set in a Box, Three Sets in a Shipping Carton

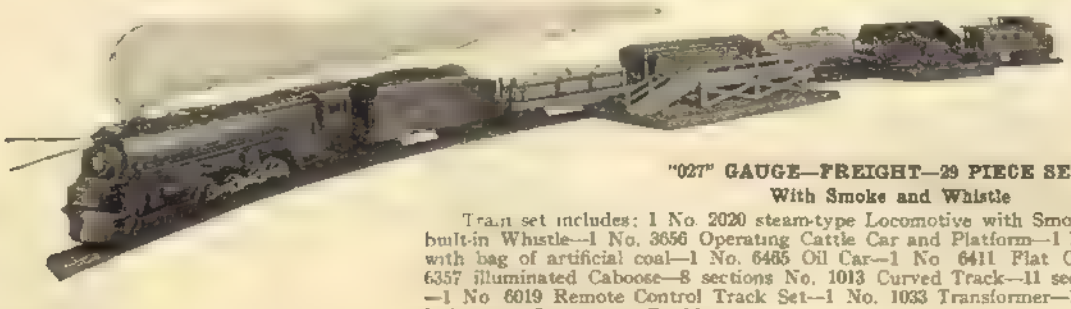


### "027" GAUGE—FREIGHT—21 PIECE SET
**DIESEL SWITCHER SET**

Train set includes: 1 No. 622 Diesel Switcher—1 No. 6520 New Searchlight Car—1 No. 3464 Animated Box Car—1 No. 6462 New Gondola Car with six barrels—1 No. 6419 Wrecker-Caboose—8 sections No. 1013 Curved Track—6 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1034 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 1457** ..... Per Set $49.50

One Set in a Box, Three Sets in a Shipping Carton



### "027" GAUGE—FREIGHT—29 PIECE SET
**With Smoke and Whistle**

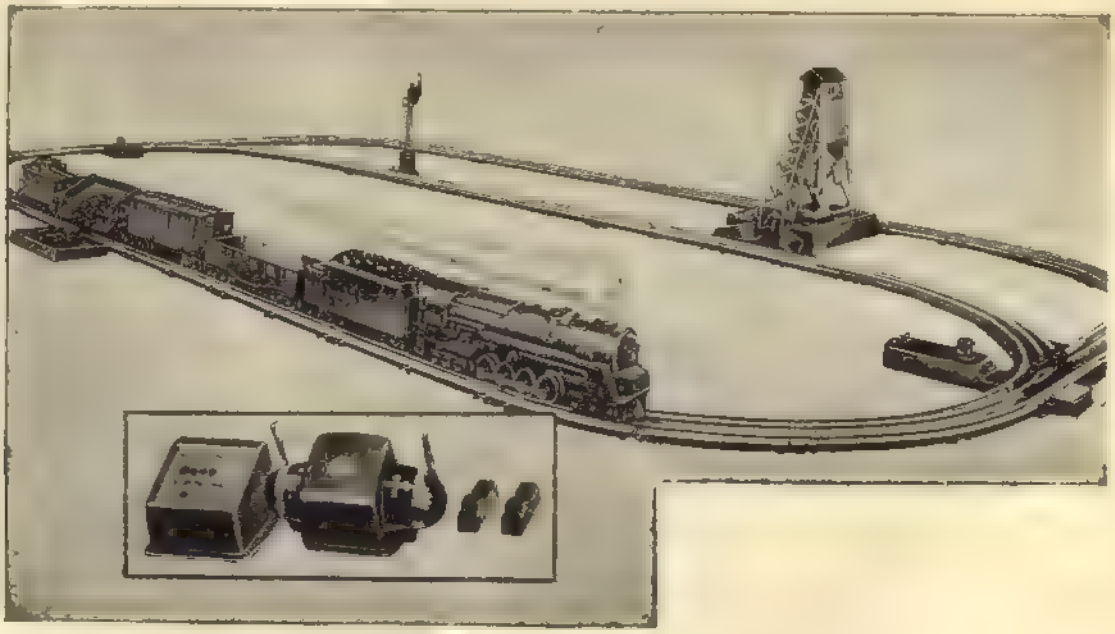
Train set includes: 1 No. 2020 steam-type Locomotive with Smoke—1 No. 6020W Tender with built-in Whistle—1 No. 3656 Operating Cattle Car and Platform—1 No. 3469 Operating Dump Car with bag of artificial coal—1 No. 6465 Oil Car—1 No. 6411 Flat Car with load of logs—1 No. 6357 illuminated Caboose—8 sections No. 1013 Curved Track—11 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 No. CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 1459WS** ..... Per Set $67.50

One Set in a Box, Two Sets in a Shipping Carton

## LIONEL "0" GAUGE ELECTRONIC CONTROLLED RAILROAD SYSTEM

A complete miniature Railroad System, all ready to set up and operate. Four-car freight set is equipped with Lionel Electronic Control which permits uncoupling and unloading at any point on the track layout without using extra track sections or special wiring. Pennsylvania Railroad Steam Turbine Locomotive puffs Smoke. Tender blows Whistle. In addition to train, this Railroad System includes a 150-Watt Transformer, Electronic Control Unit, pair of Remote Control Switches, an automatic Semaphore, a remote control operating Coal Elevator and 30 track sections.



Electronic Railroad comprises: 1 No. 671R steam-type Locomotive with Smoke—1 No. 4671W Tender with built-in Whistle—1 No. 4452 Electronic Gondola Car with four barrels—1 No. 4454 Electronic Box Car—1 No. 5459 Electronic Dump Car with bag of artificial coal and bin—1 No. 4357 Electronic Caboose—10 section OC Curved Track—18 sections OS Straight Track—2 ½OS Straight Track, half section—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet—1 No. ECU-50 Electronic Control Unit Instruction Booklet—1 No. ECU-1 Electronic Control Unit—1 VW Transformer—1 pr. 022 remote control Switches—1 No. 151 Semaphore—1 No. 97 Coal Elevator

**No. 4110WS** ..... Per set $199.95

One Set in a Shipping Carton

No. ZW

## LIONEL ELECTRIC TRAIN TRANSFORMERS

### TRAINMASTER

It's almost like being in the cab of a real locomotive when you grip these Engineer Type Throttles and begin rolling your hot-shot freight or fast passenger! Move the throttles slowly forward and your trains pick up speed. Pull them toward you and your Lionel locos slow down for grade crossings or station stops. Now without taking your hand from the Throttles, you can give a blast on the locomotive Whistle or reverse the direction of your trains! With either of these "Trainmasters", Types ZW and VW, up to four trains can be operated at the same time on different layouts! Special winding prevents loss of power when whistle is blown—a new feature! These Lionel Transformers are 1949's biggest news in model railroading!

TYPE ZW, 250 Watt, 115 Volts A.C., 50-60 Cycles

**No. ZW** ..... Each $25.00

TYPE VW, 150 Watt, 115 Volts, A.C., 50-60 Cycle, but same as ZW except for wattage. Rated "Standard" by Underwriters' Laboratory. Can also be used on 125 Volt, 50 Cycle current without overheating.

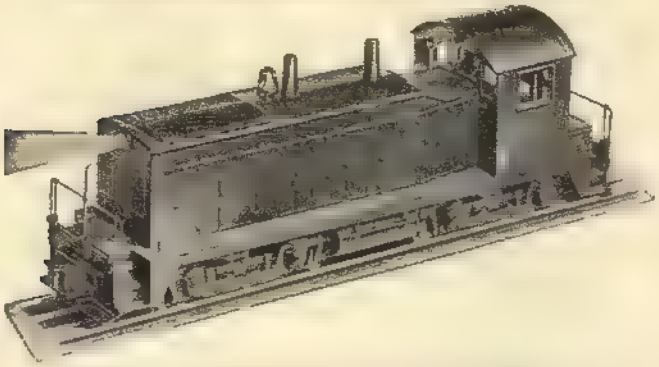
**No. VW** ..... Each $22.95

Two or Four in a Carton

# LIONEL ELECTRIC TRAIN EQUIPMENT

**For 027 and "0" Gauge**

### G.M. DIESEL SWITCHER WITH BUILT IN HORN



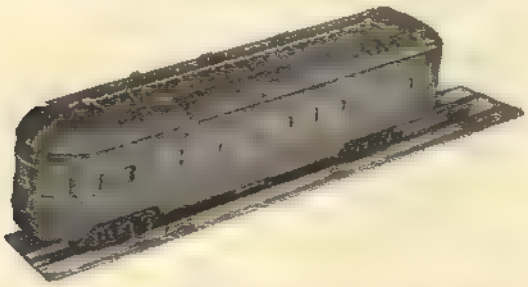
Scale model of the famous General Motors Switcher. This beautiful model is equipped with electro-magnetic couplers at both ends as well as with electric lights at both ends, and illuminated running lights at the front end. Powerful worm drive precision-built electric motor permits most operation at slow speed without stalling or hesitating. The motor is controlled by the famous Lionel three-way reversing unit. Runs equally well on 0 gauge and 027 track. Richly enamelled in two-tones and fitted with stainless steel hand rails and stanchions

**No. 622** .....Each $29.50

Six in a Shipping Carton

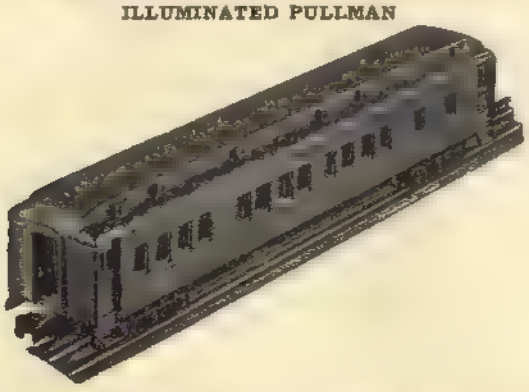
### STREAMLINE PULLMAN

**No. 2400**—"Maplewood"—Length 11¾ in. ..... Each $7.00
**No. 2402**—"Chatham"—Length 11¾ in. .....Each 7.00



**No. 2401**—"Hillside"—Length 11⅝ in. .....Each $7.00

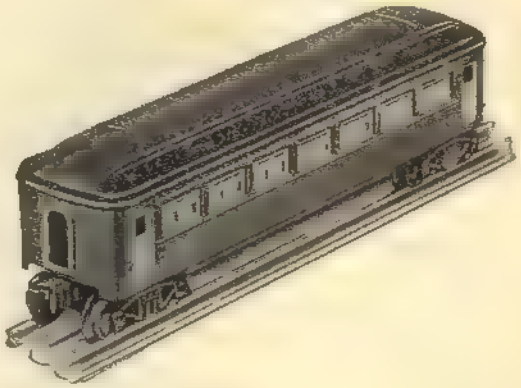
### ILLUMINATED PULLMAN



**No. 2625**—"Irvington"—Length 14½ in. .....Each $10.00
**No. 2627**—"Madison"—Length 14½ in. .....Each 10.00
**No. 2628**—"Manhattan"—Length 14½ in. .....Each 10.00

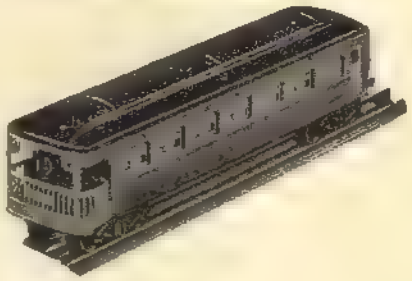
All Above Twelve in a Carton

### ILLUMINATED PULLMAN



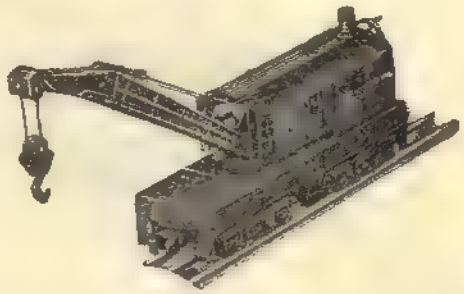
**No. 6442**—Pullman—Length 10½ in. .....Each $4.50

### ILLUMINATION OBSERVATION



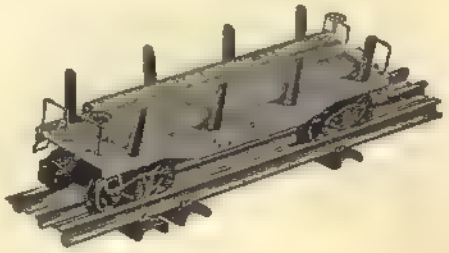
**No. 6443**—Observation—Length 10 in. .....Each $4.50

### OPERATING CRANE CAR



**No. 2460**—Crane Car—Length 8¾ in. .....Each $9.75

### FLAT CAR

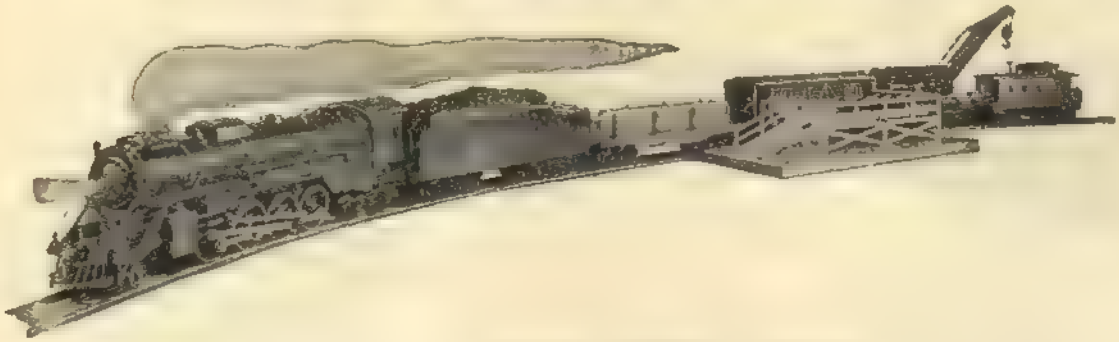


**No. 6411**—Flat Car—Length 9 in. .....Each $3.75

All Above Twelve in a Carton

# LIONEL "0" GAUGE ELECTRIC TRAINS

**Magnificent Scale Detailing, Powerful Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**

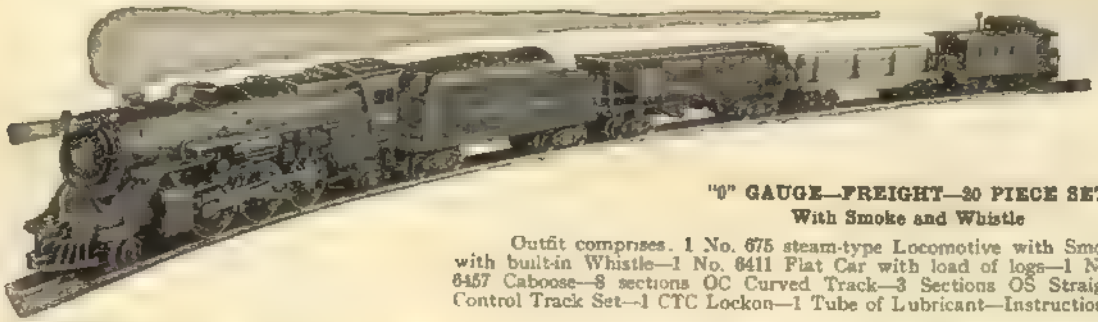


### "0" GAUGE—FREIGHT—23 PIECE SET
**With Smoke and Whistle**

Train set includes: 1 No. 726 steam-type Locomotive with Smoke—1 No. 2426W Tender with built-in Whistle—1 No. 3656 Operating Cattle Car and Platform—1 No. 6411 Flat Car with load of logs—1 No. 2460 Crane Car—1 No. 6457 Caboose—8 sections OC Curved Track—7 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2156WS**.....Per set $67.50

One Set in a Box, Two Sets in a Shipping Carton



### "0" GAUGE—FREIGHT—20 PIECE SET
**With Smoke and Whistle**

Outfit comprises: 1 No. 675 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 6411 Flat Car with load of logs—1 No. 6456 Hopper Car—1 No. 6457 Caboose—8 sections OC Curved Track—3 Sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2136WS**.....Per set $37.50

One Set in a Box, Three Sets in a Shipping Carton

### "0" GAUGE—PASSENGER—18 PIECE SET
**With Smoke and Whistle**

Train set includes: 1 No. 675 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—2 No. 6442 Pullman Cars—1 No. 6443 Observation Car—8 sections OC Curved Track—3 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2136WS**.....Per set $39.95

One Set in a Box, Three Sets in a Shipping Carton

### "0" GAUGE—DIESEL FREIGHT—20 PIECE SET
**With Built-in Horn**

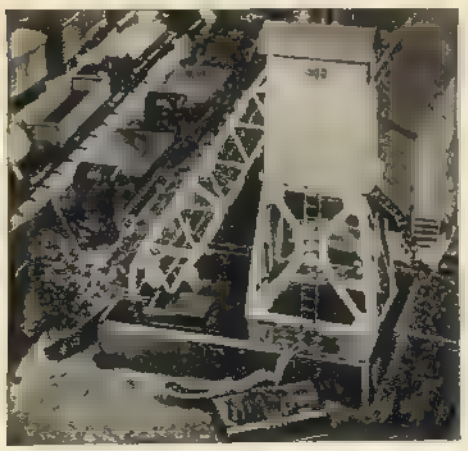
Train set comprises: 1 No. 2332 GG-1 Electric-type Locomotive with realistic Horn—1 No. 3461 Operating Lumber Car with load of logs and bin—1 No. 3464 Animated Box Car—1 No. 6456 Hopper Car—1 No. 6457 Caboose—8 sections OC Curved Track—6 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 2139W**.....Per set $57.50

One Set in a Box, Two Sets in a Shipping Carton

# LIONEL ELECTRIC TRAIN EQUIPMENT

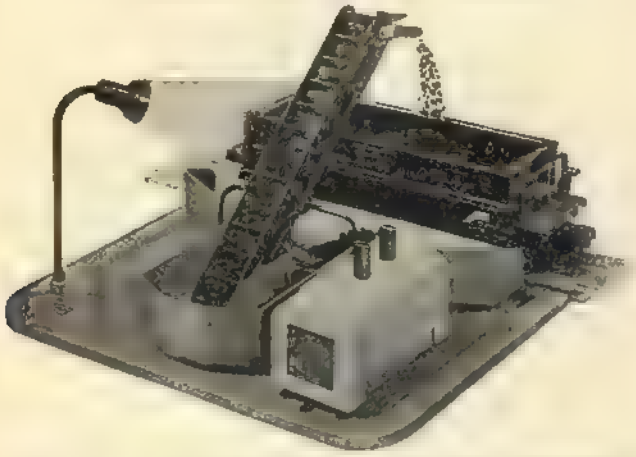
## AUTOMATIC COAL ELEVATOR



Buckets on endless chain carry artificial coal to bunker, where contents are tipped into loft. At touch of button, gate opens and coal pours down chute into waiting car. Height 12"

**No. 97**—Coal Elevator—Height 12 in. ..... Each $15.75
Four in a Carton

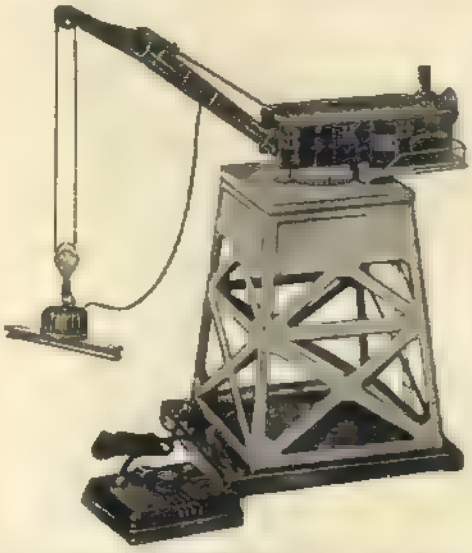
## AUTOMATIC CONVEYOR COAL LOADER



One of the most unusual accessories ever created and brand new this year! Coal can be loaded and unloaded from the same track by remote control. Switches, sidings, extra track, etc., are unnecessary. When coal is dumped from car, it is fed to conveyor by means of an ingenious vibrating motion. Rubber buckets on an all-rubber endless belt pick up coal and carry it to the top, from which point it tips into the waiting car. Motor is encased in accurately-designed Diesel-type housing. Heavy cast base. A highly colorful accessory.

**No. 397**—Conveyor Coal Loader ..... Each $11.95
Six in a Carton

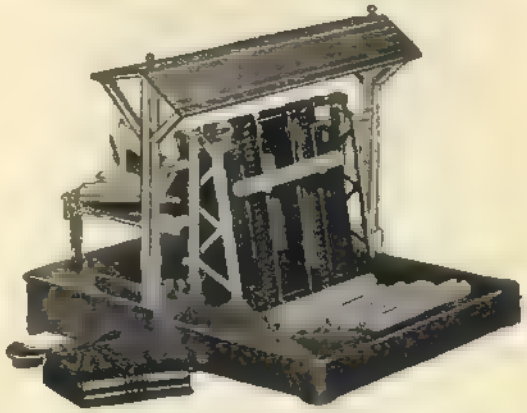
## AUTOMATIC TRIPLE ACTION MAGNET CRANE



Motor operates winch to raise and lower block and tackle. Another action swings derrick in 360 degree circle, either direction. Wheel at rear of cab raises or lowers boom. Energized maget picks up steel scrap. Illuminated cab. Height 10". Base 6" x 6½". Scrap and bin included.

**No. 182**—Crane ..... Each $19.95
Four in a Carton

## AUTOMATIC ELECTRIC LOG LOADER



Hooks on a revolving, endless chain lift logs from trough to the elevated loading platform. When control button is pressed, lumber tumbles into car on tracks below. Dimensions: 9" high, 11¼" wide, 10¾" long. Logs, controller, wires included.

**No. 164**—Log Loader ..... Each $21.50
Four in a Carton

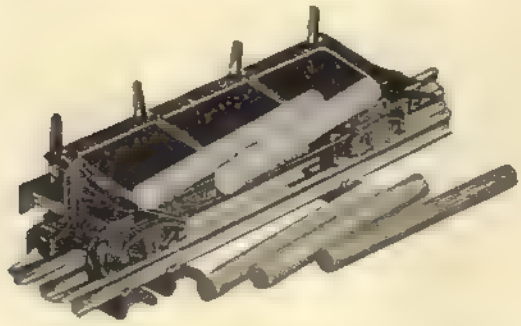
## AUTOMATIC CONVEYOR LUMBER LOADER

One of the finest Lionel accessories, completely automatic in operation. Logs are unloaded into bin and carried to upper platform on new-type endless belt, where they are emptied by remote control into the lumber car standing in readiness. Entire operation completed on same track—need for sidings eliminated. Conveyor belt has automatic take-up, keeping it taut at all times. Red-green signal lamp illuminated. An extra heavy, all-steel accessory.

**No. 364**—Automatic Conveyor Lumber Loader ..... Each $12.50
Six in a Carton

# LIONEL ELECTRIC TRAIN EQUIPMENT

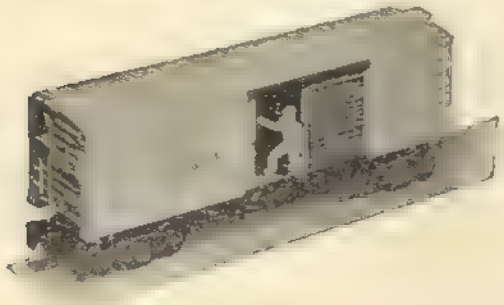
## AUTOMATIC OPERATING LUMBER CAR



An automatic car remotely controlled by a button which dumps the car when it is over a special section of track. An ingenious device that adds realism to any railroad system.

**No. 3461** Lumber Car—Length 9½ in. ..... Each $6.50
Twelve in a Carton

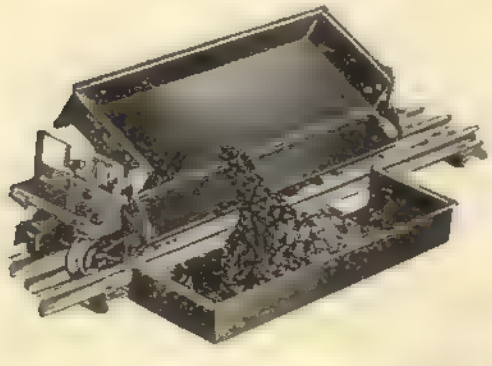
## AUTOMATIC ANIMATED BOX CAR



A semi-automatic action in which a figure concealed within the car "pushes" open the sliding door of the car and appears at the entrance. This action is obtained by pressing the button controlling the 6019 track on the new O-S track. The power is derived from the magnet in the roadbed ordinarily used to actuate the new magnetic couplers. The mechanism is restored to its initial position manually by simply sliding close the freight car door.

**No. 3464** Box Car—Length 9¼ in. ..... Each $5.00
Twelve in a Carton

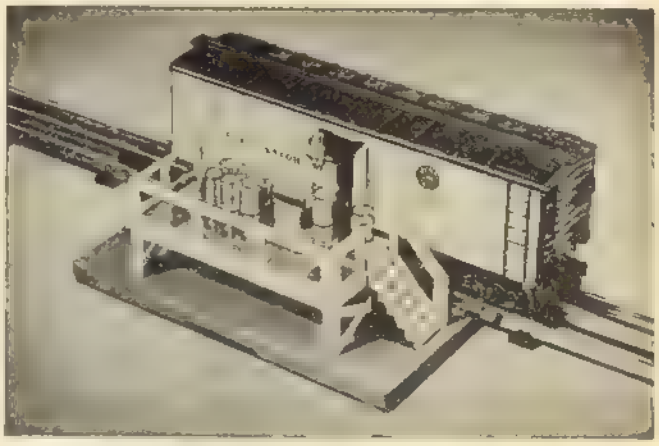
## AUTOMATIC OPERATING ORE DUMP CAR



An automatic action remotely controlled by a button which dumps the car when it is over a special section of track. The car returns to a normal position when the control button is released.

**No. 3469** Ore Dump Car—Length 9⅛ in. .....Each $7.75
Twelve in a Carton

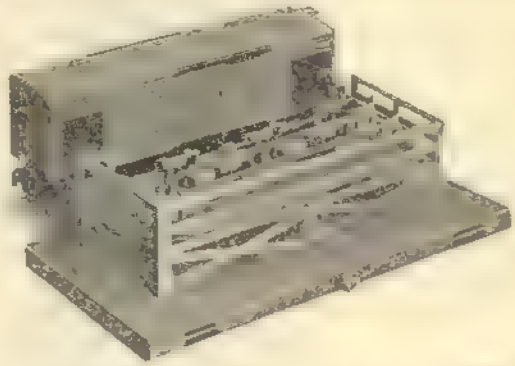
## AUTOMATIC OPERATING MILK CAR WITH PLATFORM



One of the most remarkable automatic cars ever made. Eight miniature milk cans are fed through a roof hatch and at the [illegible] to the platform by the [illegible] and [illegible] by the [illegible] white enamel and has complete detailing. Platform is made of [illegible]

**No. 3472** [illegible] Length 9 ..... Each $6.50
Twelve in a Carton

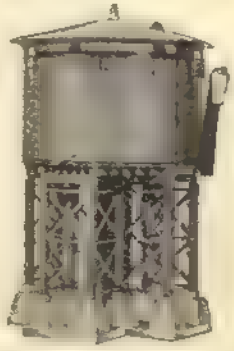
## AUTOMATIC OPERATING CATTLE CAR AND PLATFORM



Brand new automatic cattle car and corral type platform. A [illegible] that permits the cattle to [illegible] out of the car [illegible]. When [illegible] controlled [illegible] push button [illegible]

**No. 3656** [illegible] ..... Each $4.50
Twelve in a Carton

## AUTOMATIC WATER TOWER



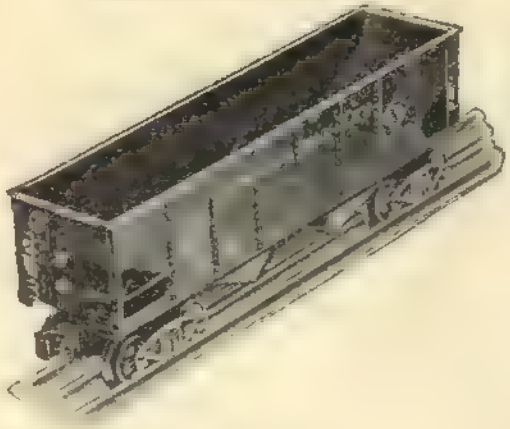
Most ingenious action. When control button is pressed, spout lowers over [illegible] and remains there. Spout [illegible] when control button is released. Tank made of [illegible] polystyrene.

**No. 80**—Water Tower ..... Each $7.95
Six in a Carton

# LIONEL ELECTRIC SCALE DETAILED CARS

For 027 and "0" Gauge

### LEHIGH VALLEY HOPPER CAR



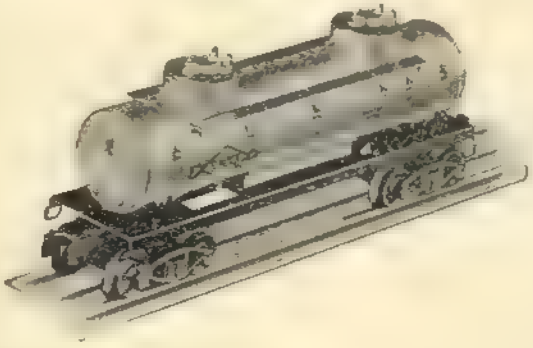
**No. 6456**—Hopper Car—Lengths 9⅛ in.....Each $4.25

### GONDOLA CAR

[illegible] designed g[illegible] (2[illegible] inches long), patterned after the latest all-steel cars used by the major railroads, more intricately detailed than any previous car [illegible] reproduced. The length of 9[illegible] the longest freight car on the line. Furnished complete with [illegible]

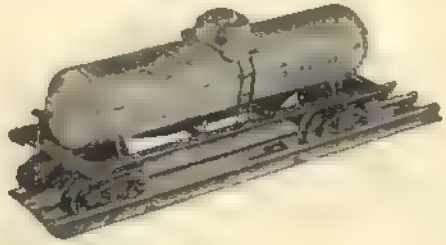
**No. 6462** [illegible] Car—Length 9⅛ in.....Each $4.50

### DOUBLE-DOME OIL CAR



**No. 6465**—Oil Car—Length 9 in.....Each $4.00

### SINGLE-DOME OIL CAR



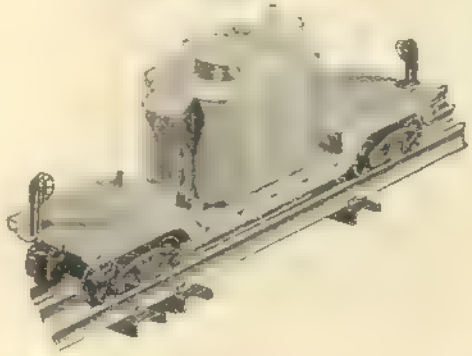
**No. 6555**—Oil Car—Length 10¼ in. . . . . Each $4.75

### SEARCHLIGHT CAR

This car consists of a machinery car underslung frame, die-cast [illegible] alloy, and mounts a powerful searchlight which swivels freely in two directions. The light can be turned on and off by remote control as it passes over the special 6019 or UCS track section. In the center of the car there is a replica of the famous General Motors diesel generating set.

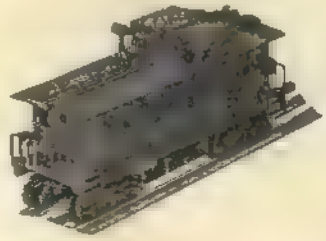
**No. 6620**—Searchlight Car—Length 10 in. Each $6.50

### TRANSFORMER CAR



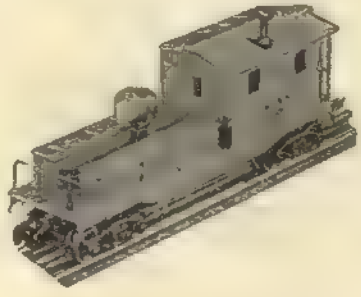
**No. 6461** [illegible] Car—Length 10 in. .. Each $4.50

### ILLUMINATED CABOOSE



**No. 6457** Caboose—Length 7¼ in.....Each $4.50

### WRECKER-CABOOSE



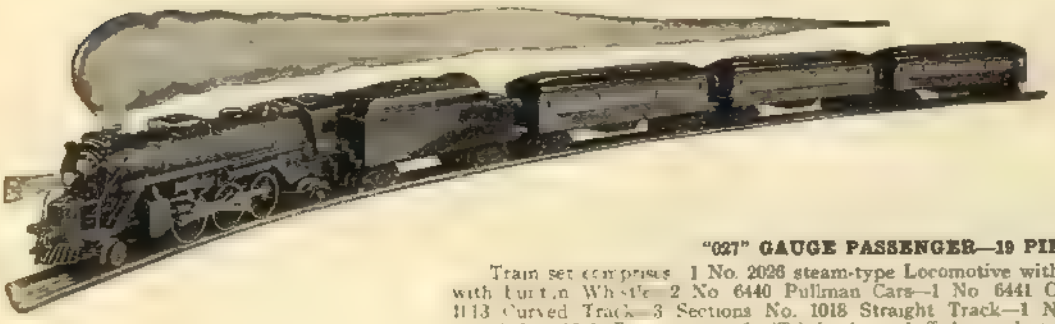
**No. 6420**—Wrecker-Caboose—Length 9⅝ in.. .Each $6.50

All Above Two [illegible] in a Carton

# LIONEL "027" GAUGE ELECTRIC TRAINS

## WITH SMOKE AND WHISTLE

**Magnificent Scale Detailing, Powerful Direct Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**



### "027" GAUGE PASSENGER—19 PIECE SET

Train set comprises 1 No. 2026 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—2 No. 6440 Pullman Cars—1 No. 6441 Observation Car—8 Sections No. 1013 Curved Track—3 Sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 1426WS** . . . . . Per Set $42.75

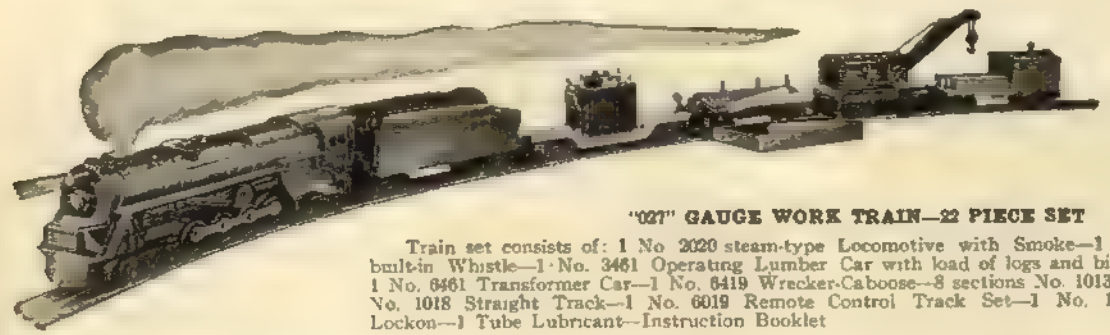
One Set in a Box, Three Sets in a Shipping Carton

### "027" GAUGE PASSENGER—23 PIECE SET

Train set includes: 1 No. 2025 steam-type Locomotive with Smoke—1 No. 6456WX Tender with built-in Whistle—1 No. 2400 illuminated "Maplewood" Pullman Car—1 No. 2402 illuminated "Chatham" Pullman Car—1 No. 2401 illuminated "Hillside" Observation Car—8 sections No. 1013 Curved Track—7 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 1430WS** . . . . . .Per Set $59.75

One Set in a Box, Two Sets in a Shipping Carton

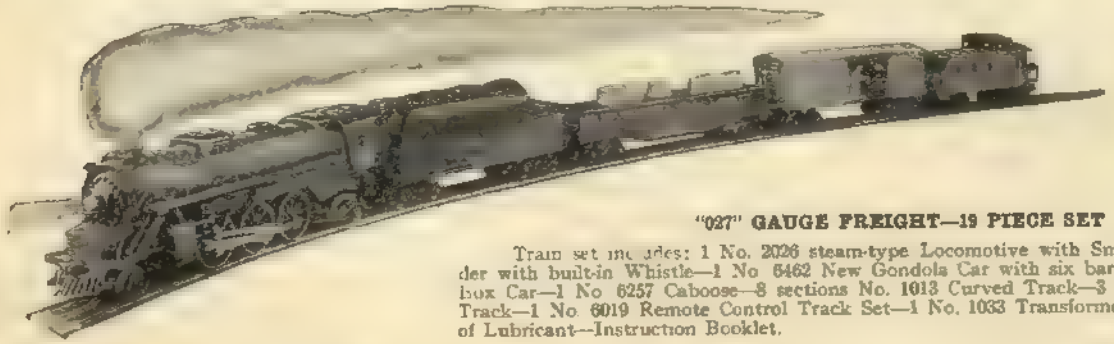


### "027" GAUGE WORK TRAIN—22 PIECE SET

Train set consists of: 1 No. 2020 steam-type Locomotive with Smoke—1 No. 6020W Tender with built-in Whistle—1 No. 3461 Operating Lumber Car with load of logs and bin—1 No. 2460 Crane Car—1 No. 6461 Transformer Car—1 No. 6419 Wrecker-Caboose—8 sections No. 1013 Curved Track—5 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube Lubricant—Instruction Booklet

**No. 1447WS** . . . . . Per Set $59.50

One Set in a Box, Two Sets in a Shipping Carton



### "027" GAUGE FREIGHT—19 PIECE SET

Train set includes: 1 No. 2026 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 6462 New Gondola Car with six barrels—1 No. 3464 Animated box Car—1 No. 6257 Caboose—8 sections No. 1013 Curved Track—3 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 tube of Lubricant—Instruction Booklet.

**No. 1451WS** . . . . . .Per Set $39.75

One Set in a Box, Three Sets in a Shipping Carton

# LIONEL "O" GAUGE ELECTRIC TRAINS

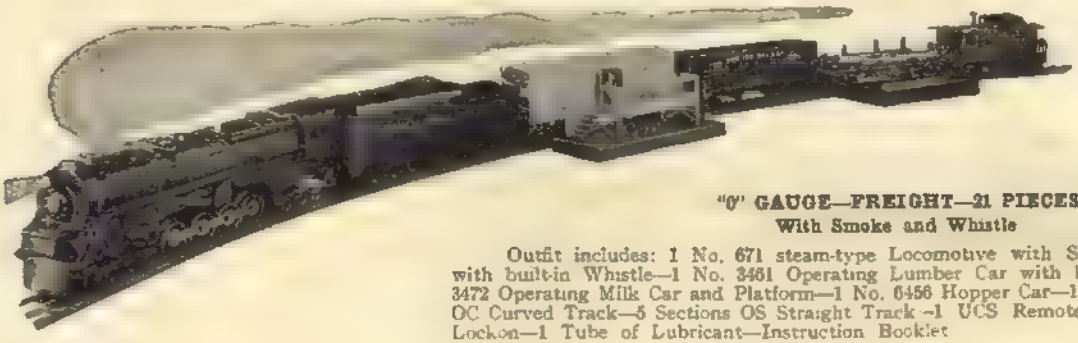
**Magnificent Scale Detailing, Powerful Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**

### "0" GAUGE—PASSENGER—20 PIECE SET
**With Smoke and Whistle**

Train outfit includes: 1 No. 671 steam-type Locomotive with Smoke—1 No. 2671W Train Tender with built-in Whistle—1 No. 2400 illuminated "Maplewood" Pullman Car—1 No. 2402 illuminated "Chatham" Pullman Car—1 No. 2401 illuminated "Hillside" Observation Car—8 sections OC Curved Track—5 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2140WS**.....Per Set $57.75

One Set in a Box, Two Sets in a Shipping Carton

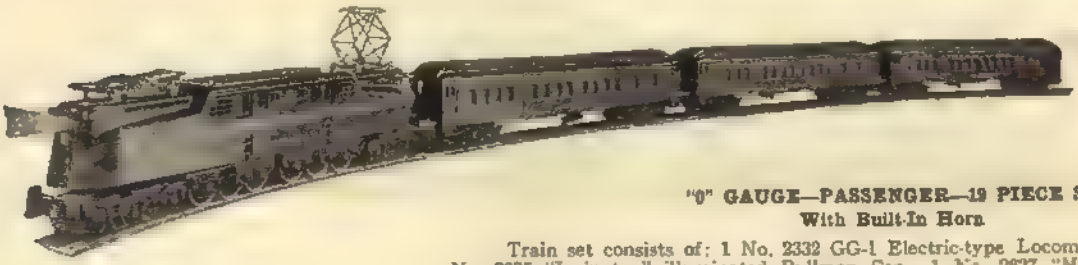


### "0" GAUGE—FREIGHT—21 PIECES
**With Smoke and Whistle**

Outfit includes: 1 No. 671 steam-type Locomotive with Smoke—1 No. 2671W Tender with built-in Whistle—1 No. 3461 Operating Lumber Car with load of logs and bin—1 No. 3472 Operating Milk Car and Platform—1 No. 6456 Hopper Car—1 No. 6457 Caboose—8 sections OC Curved Track—5 Sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2141WS**.....Per set $57.50

One Set in a Box, Two Sets in a Shipping Carton

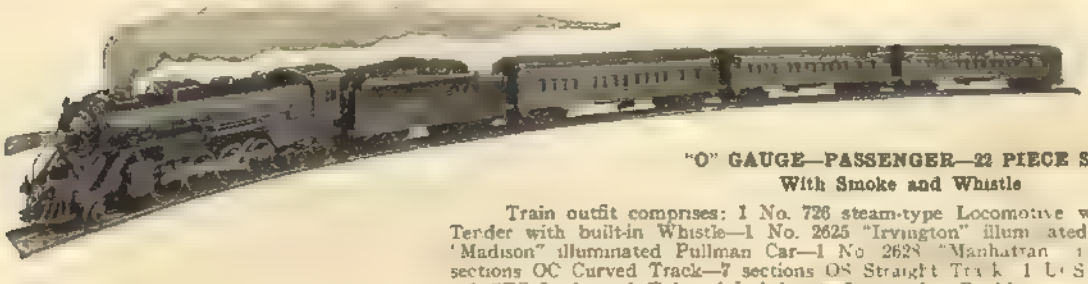


### "0" GAUGE—PASSENGER—19 PIECE SET
**With Built-In Horn**

Train set consists of: 1 No. 2332 GG-1 Electric-type Locomotive with realistic horn—1 No. 2625 "Irvington" illuminated Pullman Car—1 No. 2627 "Madison" illuminated Pullman Car—1 No. 2628 "Manhattan" illuminated Pullman Car—8 sections OC Curved Track—5 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 2144W**.....Per Set $67.50

One Set in a Box, Two Sets in a Shipping Carton



### "0" GAUGE—PASSENGER—22 PIECE SET
**With Smoke and Whistle**

Train outfit comprises: 1 No. 726 steam-type Locomotive with Smoke—1 No. 2426W Tender with built-in Whistle—1 No. 2625 "Irvington" illuminated Pullman Car—1 No. 2627 "Madison" illuminated Pullman Car—1 No. 2628 "Manhattan" illuminated Pullman Car—8 sections OC Curved Track—7 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2146WS**.....Per Set $75.00

One Set in a Box, Two Sets in a Shipping Carton

# LIONEL "0" GAUGE ELECTRIC TRAINS

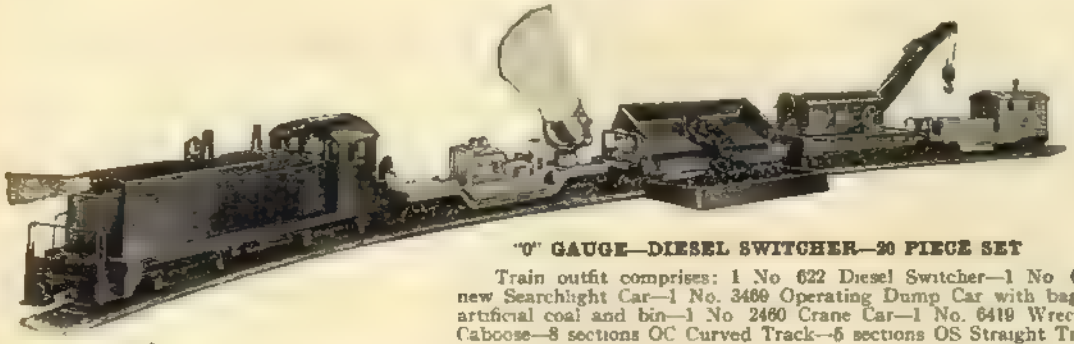
**Magnificent Scale Detailing, Powerful Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**

### "0" GAUGE—FREIGHT—19 PIECE SET
**With Smoke and Whistle**

Set includes: 1 No 675 steam-type Locomotive with Smoke—1 No 6466WX Tender with built-in Whistle—1 No 6465 Oil Car—1 No 3469 Operating Dump Car with bag of artificial coal and bin—1 No 3472 Operating Milk Car and Platform—1 No 6457 Caboose—8 sections OC Curved Track—3 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2147WS** . . . . . Per set $50.00

One Set in a Box, Three Sets in a Shipping Carton



### "0" GAUGE—DIESEL SWITCHER—20 PIECE SET

Train outfit comprises: 1 No 622 Diesel Switcher—1 No 6520 new Searchlight Car—1 No. 3469 Operating Dump Car with bag of artificial coal and bin—1 No 2460 Crane Car—1 No. 6419 Wrecker-Caboose—8 sections OC Curved Track—5 sections OS Straight Track - 1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2149**.....Per set $52.50

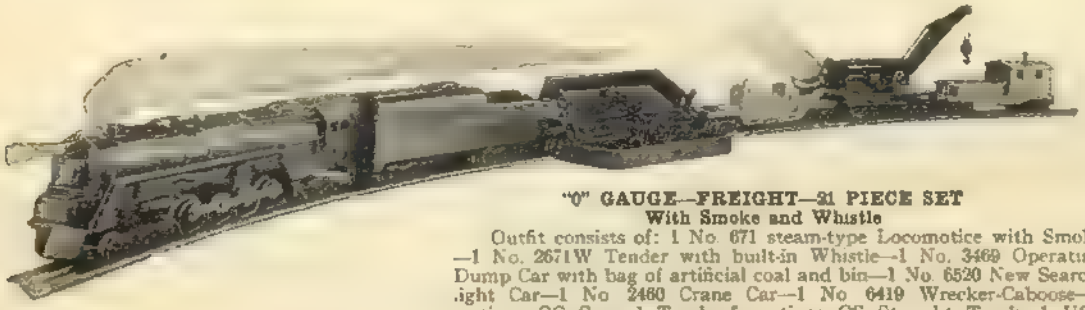
One Set in a Box, Three Sets in a Shipping Carton

### "0" GAUGE—DIESEL FREIGHT—25 PIECE SET
**With Built-in Horn**

Outfit includes: 1 No 2333 Diesel Locomotive with realistic Horn—1 No 6555 Oil Car—1 No 3464 Animated Box Car—1 No. 3469 Operating Dump Car with bag of artificial coal and bin—1 No. 6520 new Searchlight Car—1 No. 6457 Caboose—8 sections OC Curved Track—9 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2151W**..... Per set $67.50

One Set in a Box, Two Sets in a Shipping Carton



### "0" GAUGE—FREIGHT—21 PIECE SET
**With Smoke and Whistle**

Outfit consists of: 1 No. 671 steam-type Locomotive with Smoke—1 No. 2671W Tender with built-in Whistle—1 No. 3469 Operating Dump Car with bag of artificial coal and bin—1 No. 6520 New Searchlight Car—1 No 2460 Crane Car—1 No 6419 Wrecker-Caboose—8 sections OC Curved Track—5 sections OS Straight Track -1 USC Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 2153WS**. . . . . Per set $60.00

One Set in a Box, Three Sets in a Shipping Carton

## LIONEL "027" GAUGE ELECTRIC TRAINS

LETTER 'W'—The letter 'W' after an outfit number indicates that the train is equipped with the Lionel built-in remote control Whistle that can be blown at any time or place on the track layout. No special wiring is required.

LETTER 'S'—The letter 'S' signifies that the locomotive is equipped with the Lionel Smoke device. This realistic Smoke, which is odorless, stainless and harmless, is synchronized to puff with the action of the giant drivers.

### SCOUT LINE FREIGHT

**Magnificent Scale Detailing, Powerful Direct Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**

**"027" GAUGE SCOUT FREIGHT—18 PIECE SET**

Train set includes 1 No. 1110 steam type Locomotive, 1 No. 1001T Tender, 1 No. 1002 Gondola Car—1 No. 1005 Oil Car—1 No. 1007 Caboose—8 sections No. 1013 Curved Track, 1 section No. 1018 Straight Track, 1 No. 1009 Uncoupling Track Section—1 No. 1011 Transformer—1 CTC Lockon—1 Tube of Lubricant, Instruction Booklet.

**No. 1115** ..... Per Set $15.95

One Set in a Box, Six Sets in a Shipping Carton

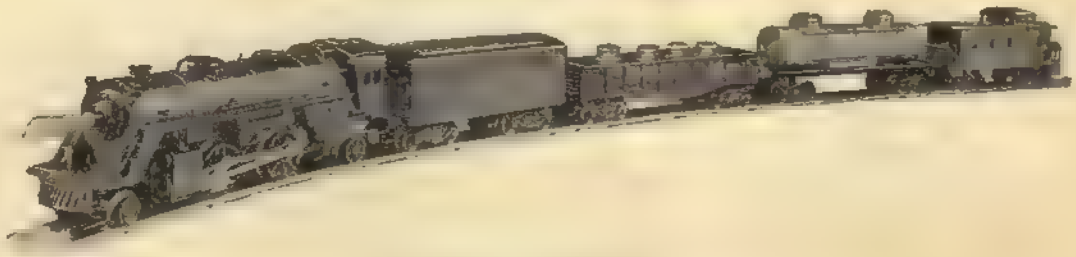
**"027" GAUGE SCOUT FREIGHT—20 PIECE SET**

Train set comprises 1 No. 1110 steam type Locomotive, 1 No. 1001T Tender, 1 No. 1005 Oil Car, 1 No. 1004 Box Car—1 No. 1002 Gondola Car—1 No. 1007 Caboose, 8 sections No. 1013 Curved Track, 3 sections No. 1018 Straight Track—1 No. 1011 Transformer—1 No. 1009 Uncoupling Track Section—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 1117** ..... Per Set $18.95

One Set in a Box, Six Sets in a Shipping Carton

### LIONEL FREIGHT TRAIN SET—WITH WHISTLE



**"027" GAUGE—19 PIECE SET**

**With Built-In Whistle**

Train set includes 1 No. 1655 steam type Locomotive, 1 No. 6654W Tender with built-in Whistle, 1 No. 6452 Gondola Car with four barrels—1 No. 6465 Oil Car—1 No. 6257 Caboose, 8 sections No. 1013 Curved Track, 3 sections No. 1018 Straight Track, 1 No. 6019 Remote Control track set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube Lubricant—Instruction Booklet.

**No. 1423W** ..... Per Set $29.95

One Set in a Box, Six Sets in a Shipping Carton

## LIONEL "027" GAUGE ELECTRIC TRAINS

LETTER 'W'—The letter 'W' after an outfit number indicates that the train is equipped with the Lionel built-in remote control Whistle that can be blown at any time or place on the track layout. No special wiring is required.

LETTER 'S'—The letter 'S' signifies that the locomotive is equipped with the Lionel Smoke device. This realistic Smoke, which is odorless, stainless and harmless, is synchronized to puff with the action of the giant drivers.

### SCOUT LINE FREIGHT

**Magnificent Scale Detailing, Powerful Direct Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**

**"027" GAUGE SCOUT FREIGHT—18 PIECE SET**

Train set includes 1 No. 1110 steam type Locomotive, 1 No. 1001T Tender, 1 No. 1002 Gondola Car—1 No. 1005 Oil Car—1 No. 1007 Caboose—8 sections No. 1013 Curved Track, 1 section No. 1018 Straight Track, 1 No. 1009 Uncoupling Track Section—1 No. 1011 Transformer—1 CTC Lockon—1 Tube of Lubricant, Instruction Booklet.

**No. 1115** ..... Per Set $15.95

One Set in a Box, Six Sets in a Shipping Carton

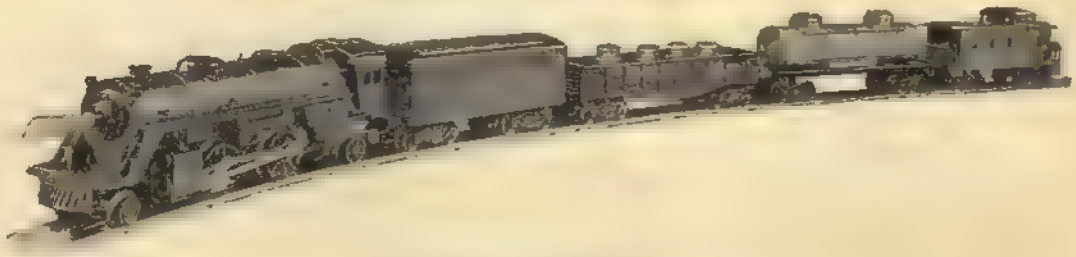
**"027" GAUGE SCOUT FREIGHT—20 PIECE SET**

Train set comprises 1 No. 1110 steam type Locomotive, 1 No. 1001T Tender, 1 No. 1005 Oil Car, 1 No. 1004 Box Car—1 No. 1002 Gondola Car—1 No. 1007 Caboose, 8 sections No. 1013 Curved Track, 3 sections No. 1018 Straight Track—1 No. 1011 Transformer—1 No. 1009 Uncoupling Track Section—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 1117** ..... Per Set $18.95

One Set in a Box, Six Sets in a Shipping Carton

### LIONEL FREIGHT TRAIN SET—WITH WHISTLE



**"027" GAUGE—19 PIECE SET**

**With Built-In Whistle**

Train set includes 1 No. 1655 steam type Locomotive, 1 No. 6654W Tender with built-in Whistle, 1 No. 6452 Gondola Car with four barrels—1 No. 6465 Oil Car—1 No. 6257 Caboose, 8 sections No. 1013 Curved Track, 3 sections No. 1018 Straight Track, 1 No. 6019 Remote Control track set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube Lubricant—Instruction Booklet.

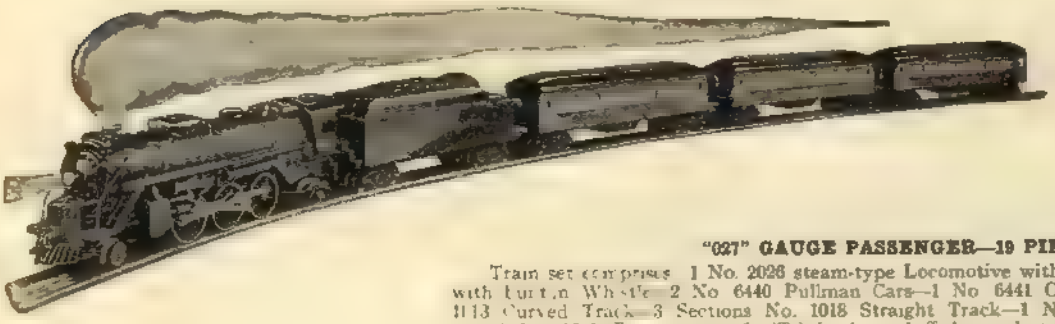
**No. 1423W** ..... Per Set $29.95

One Set in a Box, Six Sets in a Shipping Carton

# LIONEL "027" GAUGE ELECTRIC TRAINS

## WITH SMOKE AND WHISTLE

**Magnificent Scale Detailing, Powerful Direct Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**



### "027" GAUGE PASSENGER—19 PIECE SET

Train set comprises 1 No. 2026 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—2 No. 6440 Pullman Cars—1 No. 6441 Observation Car—8 Sections No. 1013 Curved Track—3 Sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 1426WS** . . . . . Per Set $42.75

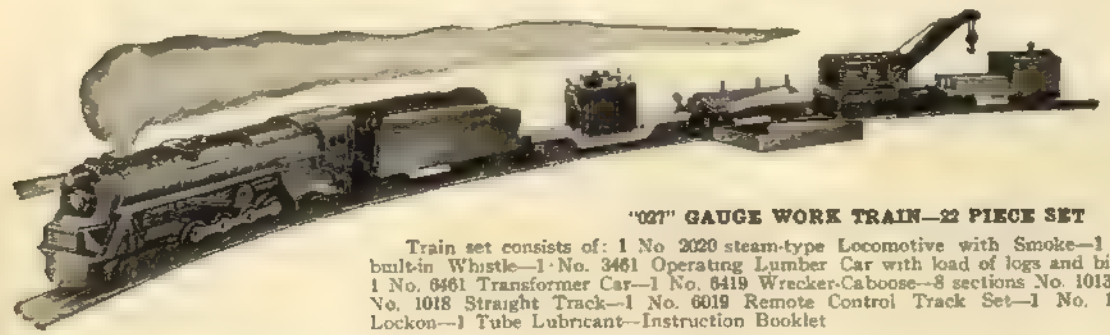
One Set in a Box, Three Sets in a Shipping Carton

### "027" GAUGE PASSENGER—23 PIECE SET

Train set includes: 1 No. 2025 steam-type Locomotive with Smoke—1 No. 6456WX Tender with built-in Whistle—1 No. 2400 illuminated "Maplewood" Pullman Car—1 No. 2402 illuminated "Chatham" Pullman Car—1 No. 2401 illuminated "Hillside" Observation Car—8 sections No. 1013 Curved Track—7 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 1430WS** . . . . . .Per Set $59.75

One Set in a Box, Two Sets in a Shipping Carton

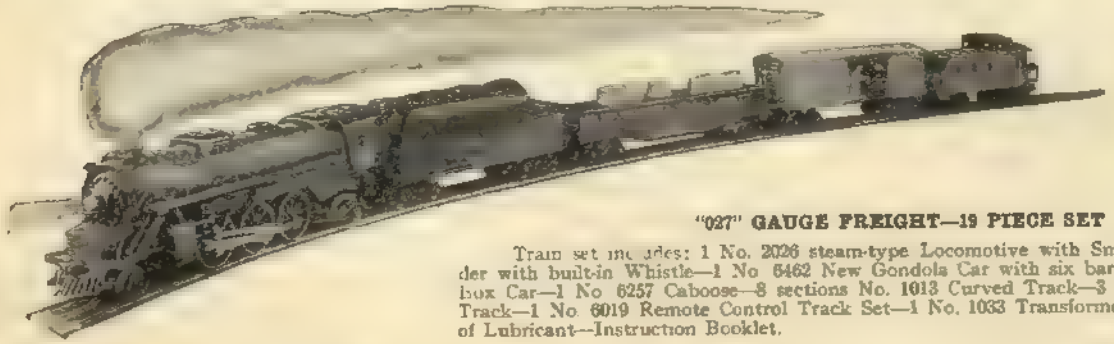


### "027" GAUGE WORK TRAIN—22 PIECE SET

Train set consists of: 1 No. 2020 steam-type Locomotive with Smoke—1 No. 6020W Tender with built-in Whistle—1 No. 3461 Operating Lumber Car with load of logs and bin—1 No. 2460 Crane Car—1 No. 6461 Transformer Car—1 No. 6419 Wrecker-Caboose—8 sections No. 1013 Curved Track—5 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube Lubricant—Instruction Booklet

**No. 1447WS** . . . . . Per Set $59.50

One Set in a Box, Two Sets in a Shipping Carton



### "027" GAUGE FREIGHT—19 PIECE SET

Train set includes: 1 No. 2026 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 6462 New Gondola Car with six barrels—1 No. 3464 Animated box Car—1 No. 6257 Caboose—8 sections No. 1013 Curved Track—3 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 tube of Lubricant—Instruction Booklet.

**No. 1451WS** . . . . . .Per Set $39.75

One Set in a Box, Three Sets in a Shipping Carton

# LIONEL "027" GAUGE ELECTRIC TRAINS

**Magnificent Scale Detailing, Powerful Direct Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**

### "027" GAUGE—FREIGHT—22 PIECE SET
**With Smoke and Whistle**

Train set consists of 1 No. 2026 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 3461 Operating Lumber Car with load of logs and bin—1 No. 6465 Oil Car—1 No. 3464 Animated Box Car—1 No. 6357 illuminated Caboose—8 sections No. 1013 Curved Track—5 Sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 1453WS** ..... Per set $47.95

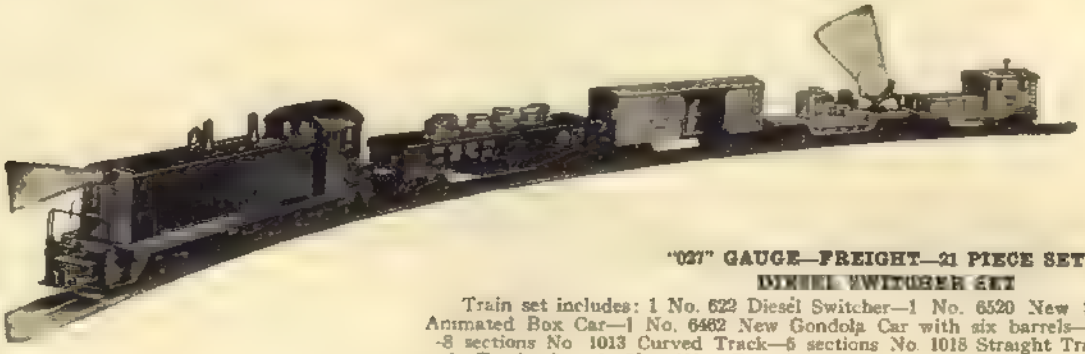
One Set in a Box, Three Sets in a Shipping Carton

### "027 GAUGE—FREIGHT—22 PIECE SET
**With Smoke and Whistle**

Train set includes: 1 No. 2025 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 3472 Operating Milk Car and Platform—1 No. 6465 Oil Car—1 No. 6462 new Gondola Car with six barrels—1 No. 6357 illuminated Caboose—8 sections No. 1013 Curved Track—5 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 1455WS** ..... Per set $52.50

One Set in a Box, Three Sets in a Shipping Carton

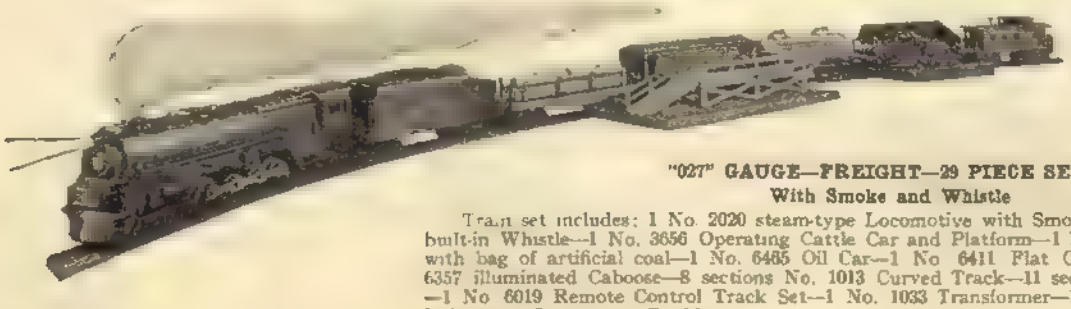


### "027" GAUGE—FREIGHT—21 PIECE SET
**DIESEL SWITCHER SET**

Train set includes: 1 No. 622 Diesel Switcher—1 No. 6520 New Searchlight Car—1 No. 3464 Animated Box Car—1 No. 6462 New Gondola Car with six barrels—1 No. 6419 Wrecker-Caboose—8 sections No. 1013 Curved Track—6 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1034 Transformer—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 1457** ..... Per Set $49.50

One Set in a Box, Three Sets in a Shipping Carton



### "027" GAUGE—FREIGHT—29 PIECE SET
**With Smoke and Whistle**

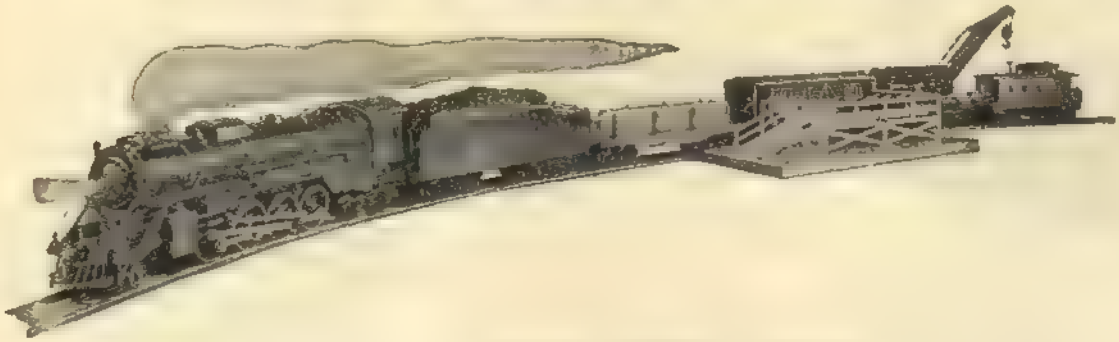
Train set includes: 1 No. 2020 steam-type Locomotive with Smoke—1 No. 6020W Tender with built-in Whistle—1 No. 3656 Operating Cattle Car and Platform—1 No. 3469 Operating Dump Car with bag of artificial coal—1 No. 6465 Oil Car—1 No. 6411 Flat Car with load of logs—1 No. 6357 illuminated Caboose—8 sections No. 1013 Curved Track—11 sections No. 1018 Straight Track—1 No. 6019 Remote Control Track Set—1 No. 1033 Transformer—1 No. CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 1459WS** ..... Per Set $67.50

One Set in a Box, Two Sets in a Shipping Carton

# LIONEL "0" GAUGE ELECTRIC TRAINS

**Magnificent Scale Detailing, Powerful Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**

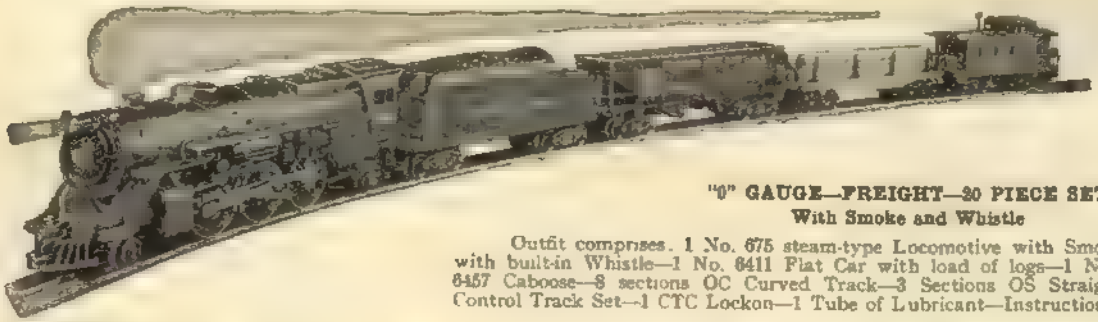


### "0" GAUGE—FREIGHT—23 PIECE SET
**With Smoke and Whistle**

Train set includes: 1 No. 726 steam-type Locomotive with Smoke—1 No. 2426W Tender with built-in Whistle—1 No. 3656 Operating Cattle Car and Platform—1 No. 6411 Flat Car with load of logs—1 No. 2460 Crane Car—1 No. 6457 Caboose—8 sections OC Curved Track—7 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2156WS**.....Per set $67.50

One Set in a Box, Two Sets in a Shipping Carton



### "0" GAUGE—FREIGHT—20 PIECE SET
**With Smoke and Whistle**

Outfit comprises: 1 No. 675 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—1 No. 6411 Flat Car with load of logs—1 No. 6456 Hopper Car—1 No. 6457 Caboose—8 sections OC Curved Track—3 Sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2136WS**.....Per set $37.50

One Set in a Box, Three Sets in a Shipping Carton

### "0" GAUGE—PASSENGER—18 PIECE SET
**With Smoke and Whistle**

Train set includes: 1 No. 675 steam-type Locomotive with Smoke—1 No. 6466WX Tender with built-in Whistle—2 No. 6442 Pullman Cars—1 No. 6443 Observation Car—8 sections OC Curved Track—3 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2136WS**.....Per set $39.95

One Set in a Box, Three Sets in a Shipping Carton

### "0" GAUGE—DIESEL FREIGHT—20 PIECE SET
**With Built-in Horn**

Train set comprises: 1 No. 2332 GG-1 Electric-type Locomotive with realistic Horn—1 No. 3461 Operating Lumber Car with load of logs and bin—1 No. 3464 Animated Box Car—1 No. 6456 Hopper Car—1 No. 6457 Caboose—8 sections OC Curved Track—6 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 2139W**.....Per set $57.50

One Set in a Box, Two Sets in a Shipping Carton

# LIONEL "O" GAUGE ELECTRIC TRAINS

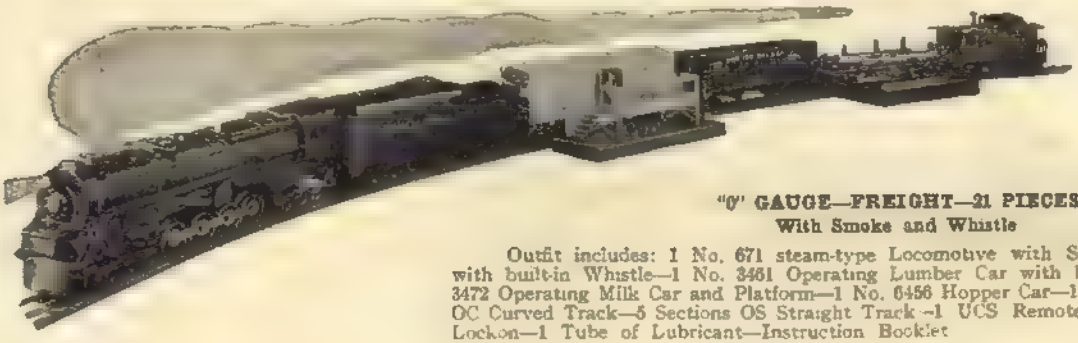
**Magnificent Scale Detailing, Powerful Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**

### "0" GAUGE—PASSENGER—20 PIECE SET
**With Smoke and Whistle**

Train outfit includes: 1 No. 671 steam-type Locomotive with Smoke—1 No. 2671W Train Tender with built-in Whistle—1 No. 2400 illuminated "Maplewood" Pullman Car—1 No. 2402 illuminated "Chatham" Pullman Car—1 No. 2401 illuminated "Hillside" Observation Car—8 sections OC Curved Track—5 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2140WS**.....Per Set $57.75

One Set in a Box, Two Sets in a Shipping Carton

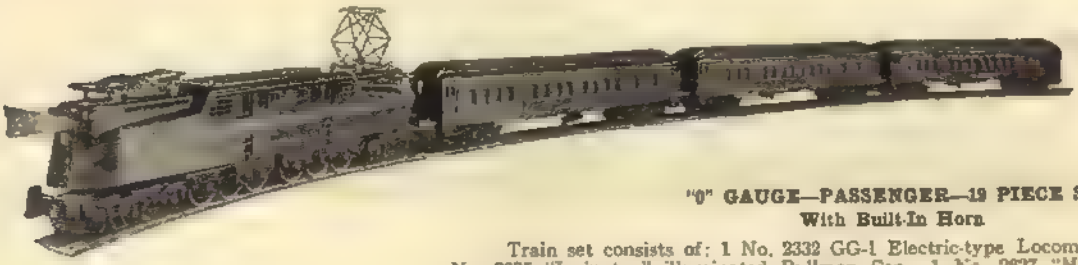


### "0" GAUGE—FREIGHT—21 PIECES
**With Smoke and Whistle**

Outfit includes: 1 No. 671 steam-type Locomotive with Smoke—1 No. 2671W Tender with built-in Whistle—1 No. 3461 Operating Lumber Car with load of logs and bin—1 No. 3472 Operating Milk Car and Platform—1 No. 6456 Hopper Car—1 No. 6457 Caboose—8 sections OC Curved Track—5 Sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2141WS**.....Per set $57.50

One Set in a Box, Two Sets in a Shipping Carton

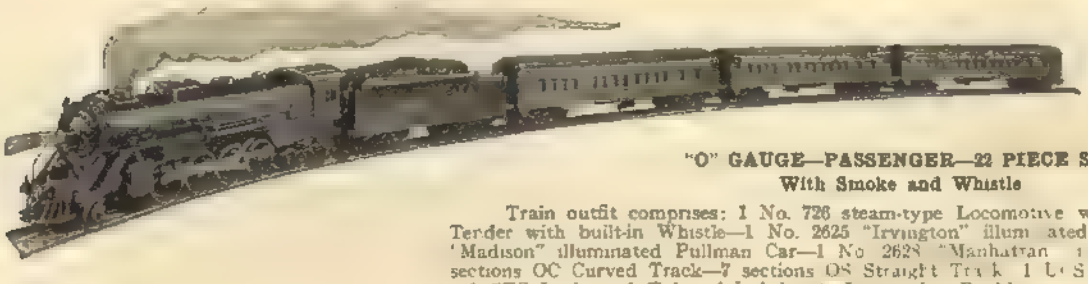


### "0" GAUGE—PASSENGER—19 PIECE SET
**With Built-In Horn**

Train set consists of: 1 No. 2332 GG-1 Electric-type Locomotive with realistic horn—1 No. 2625 "Irvington" illuminated Pullman Car—1 No. 2627 "Madison" illuminated Pullman Car—1 No. 2628 "Manhattan" illuminated Pullman Car—8 sections OC Curved Track—5 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 2144W**.....Per Set $67.50

One Set in a Box, Two Sets in a Shipping Carton



### "0" GAUGE—PASSENGER—22 PIECE SET
**With Smoke and Whistle**

Train outfit comprises: 1 No. 726 steam-type Locomotive with Smoke—1 No. 2426W Tender with built-in Whistle—1 No. 2625 "Irvington" illuminated Pullman Car—1 No. 2627 "Madison" illuminated Pullman Car—1 No. 2628 "Manhattan" illuminated Pullman Car—8 sections OC Curved Track—7 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2146WS**.....Per Set $75.00

One Set in a Box, Two Sets in a Shipping Carton

# LIONEL "0" GAUGE ELECTRIC TRAINS

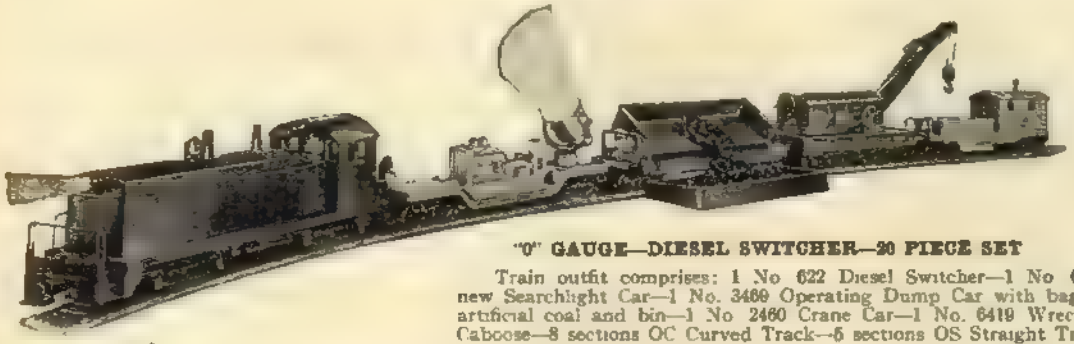
**Magnificent Scale Detailing, Powerful Worm Drive Motor, Die-Cast Trucks and Remote Control Couplers**

### "0" GAUGE—FREIGHT—19 PIECE SET
**With Smoke and Whistle**

Set includes: 1 No 675 steam-type Locomotive with Smoke—1 No 6466WX Tender with built-in Whistle—1 No 6465 Oil Car—1 No 3469 Operating Dump Car with bag of artificial coal and bin—1 No 3472 Operating Milk Car and Platform—1 No 6457 Caboose—8 sections OC Curved Track—3 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2147WS** . . . . . Per set $50.00

One Set in a Box, Three Sets in a Shipping Carton



### "0" GAUGE—DIESEL SWITCHER—20 PIECE SET

Train outfit comprises: 1 No 622 Diesel Switcher—1 No 6520 new Searchlight Car—1 No. 3469 Operating Dump Car with bag of artificial coal and bin—1 No 2460 Crane Car—1 No. 6419 Wrecker-Caboose—8 sections OC Curved Track—5 sections OS Straight Track - 1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2149**.....Per set $52.50

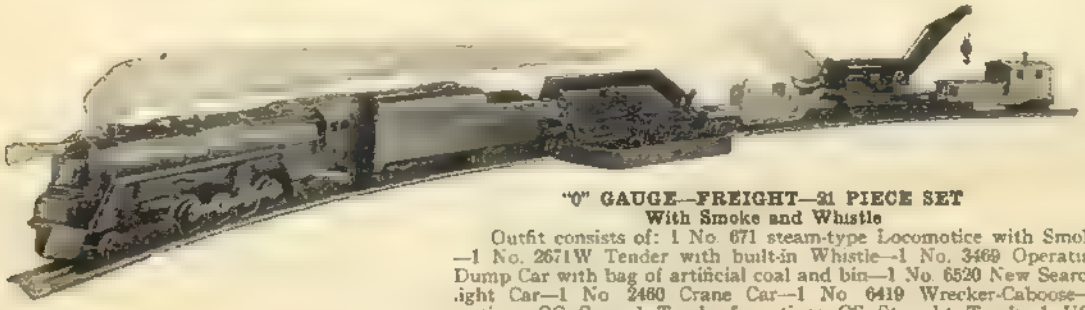
One Set in a Box, Three Sets in a Shipping Carton

### "0" GAUGE—DIESEL FREIGHT—25 PIECE SET
**With Built-in Horn**

Outfit includes: 1 No 2333 Diesel Locomotive with realistic Horn—1 No 6555 Oil Car—1 No 3464 Animated Box Car—1 No. 3469 Operating Dump Car with bag of artificial coal and bin—1 No. 6520 new Searchlight Car—1 No. 6457 Caboose—8 sections OC Curved Track—9 sections OS Straight Track—1 UCS Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet

**No. 2151W**..... Per set $67.50

One Set in a Box, Two Sets in a Shipping Carton



### "0" GAUGE—FREIGHT—21 PIECE SET
**With Smoke and Whistle**

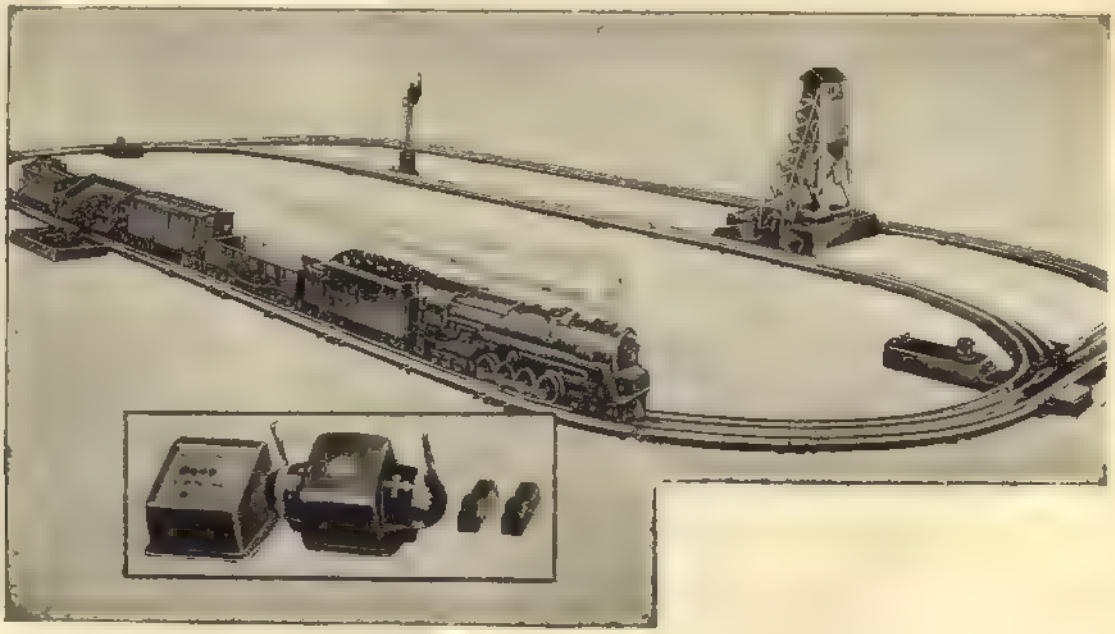
Outfit consists of: 1 No. 671 steam-type Locomotive with Smoke—1 No. 2671W Tender with built-in Whistle—1 No. 3469 Operating Dump Car with bag of artificial coal and bin—1 No. 6520 New Searchlight Car—1 No 2460 Crane Car—1 No 6419 Wrecker-Caboose—8 sections OC Curved Track—5 sections OS Straight Track -1 USC Remote Control Track Set—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet.

**No. 2153WS**. . . . . Per set $60.00

One Set in a Box, Three Sets in a Shipping Carton

## LIONEL "0" GAUGE ELECTRONIC CONTROLLED RAILROAD SYSTEM

A complete miniature Railroad System, all ready to set up and operate. Four-car freight set is equipped with Lionel Electronic Control which permits uncoupling and unloading at any point on the track layout without using extra track sections or special wiring. Pennsylvania Railroad Steam Turbine Locomotive puffs Smoke. Tender blows Whistle. In addition to train, this Railroad System includes a 150-Watt Transformer, Electronic Control Unit, pair of Remote Control Switches, an automatic Semaphore, a remote control operating Coal Elevator and 30 track sections.



Electronic Railroad comprises: 1 No. 671R steam-type Locomotive with Smoke—1 No. 4671W Tender with built-in Whistle—1 No. 4452 Electronic Gondola Car with four barrels—1 No. 4454 Electronic Box Car—1 No. 5459 Electronic Dump Car with bag of artificial coal and bin—1 No. 4357 Electronic Caboose—10 section OC Curved Track—18 sections OS Straight Track—2 ½OS Straight Track, half section—1 CTC Lockon—1 Tube of Lubricant—Instruction Booklet—1 No. ECU-50 Electronic Control Unit Instruction Booklet—1 No. ECU-1 Electronic Control Unit—1 VW Transformer—1 pr. 022 remote control Switches—1 No. 151 Semaphore—1 No. 97 Coal Elevator

**No. 4110WS** ..... Per set $199.95

One Set in a Shipping Carton

No. ZW

## LIONEL ELECTRIC TRAIN TRANSFORMERS

### TRAINMASTER

It's almost like being in the cab of a real locomotive when you grip these Engineer Type Throttles and begin rolling your hot-shot freight or fast passenger! Move the throttles slowly forward and your trains pick up speed. Pull them toward you and your Lionel locos slow down for grade crossings or station stops. Now without taking your hand from the Throttles, you can give a blast on the locomotive Whistle or reverse the direction of your trains! With either of these "Trainmasters", Types ZW and VW, up to four trains can be operated at the same time on different layouts! Special winding prevents loss of power when whistle is blown—a new feature! These Lionel Transformers are 1949's biggest news in model railroading!

TYPE ZW, 250 Watt, 115 Volts A.C., 50-60 Cycles

**No. ZW** ..... Each $25.00

TYPE VW, 150 Watt, 115 Volts, A.C., 50-60 Cycle, but same as ZW except for wattage. Rated "Standard" by Underwriters' Laboratory. Can also be used on 125 Volt, 50 Cycle current without overheating.

**No. VW** ..... Each $22.95

Two or Four in a Carton

## LIONEL ELECTRIC TRAIN TRANSFORMERS

**No RW**

TYPE RW, 110 Watt, 115 Volts A.C., 60 Cycles. A new Multi-Control "Trainmaster" featuring variable voltage Speed Control Throttle. Built-in Whistle and Reversing buttons. Two voltage ranges, one high and one low. Heavy welded steel case

**No. RW**..... Each $13.95
Six in a Carton

**No. 1033**

TYPE 1033, 90 Watt, 115 Volts A.C., 60 Cycles. Has new easy-to-grip Speed Control Throttle for operation of train. Whistle can be blown or Locomotive reversed by means of lever at left. Designed for cool running. Has built-in circuit breaker, four binding posts. Permanent finish case

**No. 1033**. . . . . Each $10.95
Six in a Carton

## LIONEL 027 GAUGE TRACK AND SWITCHES

### CURVED AND STRAIGHT TRACK

Straight Track is 8⅞" in long. Curved Track is 9" in long

**No. 1018**—Straight Track . Each $0.25
**No. 1013**—Curved Track .. Each .25
100 Pieces in a Carton

**No. 313-82**—Fibre Pins ... Each .05
**No. 1013-17** Steel Pins ...Per dozen .10
Twelve Dozen in a Carton

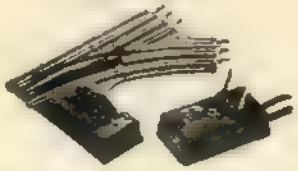
### 90° CROSSOVER

**No. 1021** . . . Each $1.75

### MANUAL SWITCHES

**No. 1024**.....Per pair $5.00
Twelve Pair in a Carton

### ELECTRIC REMOTE CONTROL SWITCHES



**No. 1121**.....Per pair $10.95
Twelve Pair in a Carton

### MAGNETIC TRACK SET

**No 6019** . . . . . .Each $2.75
Twelve in a Carton

### LOCKON

For 027 or 0 Gauge

**No. CTC** .....Each $0.40
Twelve in a Carton

### ILLUMINATED BUMPER

For 027 or 0 Gauge

**No 26** . . . . . ..Each $0.40
Twelve in a Carton

## LIONEL "0" GAUGE TRACK AND SWITCHES

### CURVED AND STRAIGHT TRACK

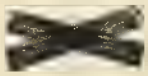
Curved and Straight Track. Running rails have doubled, turn-back flanges for extra strength. Perfectly insulated. Half sections of both straight and curved track can be used for layouts requiring short lengths.

| Nos. | Each |
|---|---|
| **OC**—Curved Track (10⅞" long) | $0.30 |
| **OS**—Straight Track (10" long) | .30 |
| **½OC**—Half Section Curved Track | .30 |
| **½OS**—Half Section, Straight Track | .30 |

100 Sections in a Carton

**OC-18**—Steel Pins . . Per dozen .10
**011-11**—Fibre Pins ..... Each .05
Twelve in a Carton

### 45° AND 90° CROSSOVER



45-degree Crossover. Solid bakelite center block, steel base. Interesting accessory

**No. 020X**—45° . . . .Each $2.75
Six in a Carton

90-degree Crossover. Cross rails are mounted on an ornamental steel base, beautifully enameled. Solid bakelite center block prevents short circuits. An invaluable accessory for any model pike

**No. 020**—90° .. . . . ..Each $2.50
Twelve in a Carton

### MANUAL SWITCHES

Manual Switches. Heavy base locks rails securely in position. Lever on control unit turns swivel rail and signal lamp simultaneously

**No. 042**.....Per pair $10.00
Six Pair in a Carton

### ELECTRIC REMOTE CONTROL SWITCHES

**No. 022** .....Per pair $18.75
Six Pair in a Carton

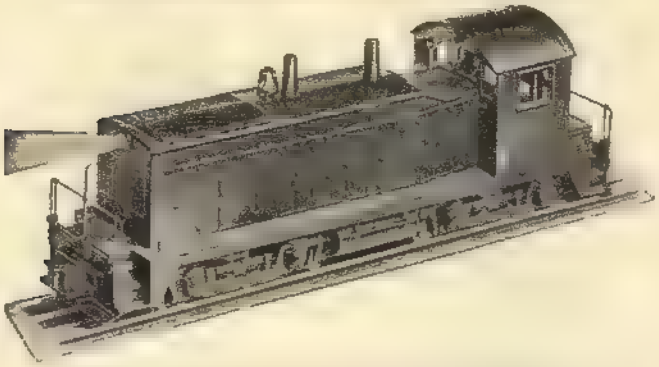
### REMOTE CONTROL TRACK SET

**No. UCS**.....Each $3.00
Twelve in a Carton

# LIONEL ELECTRIC TRAIN EQUIPMENT

**For 027 and "0" Gauge**

### G.M. DIESEL SWITCHER WITH BUILT IN HORN



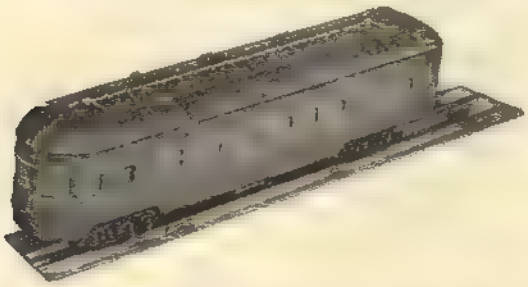
Scale model of the famous General Motors Switcher. This beautiful model is equipped with electro-magnetic couplers at both ends as well as with electric lights at both ends, and illuminated running lights at the front end. Powerful worm drive precision-built electric motor permits most operation at slow speed without stalling or hesitating. The motor is controlled by the famous Lionel three-way reversing unit. Runs equally well on 0 gauge and 027 track. Richly enamelled in two-tones and fitted with stainless steel hand rails and stanchions

**No. 622** .....Each $29.50

Six in a Shipping Carton

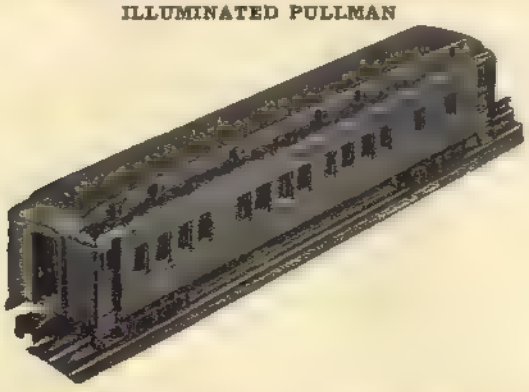
### STREAMLINE PULLMAN

**No. 2400**—"Maplewood"—Length 11¾ in. ..... Each $7.00
**No. 2402**—"Chatham"—Length 11¾ in. .....Each 7.00



**No. 2401**—"Hillside"—Length 11⅝ in. .....Each $7.00

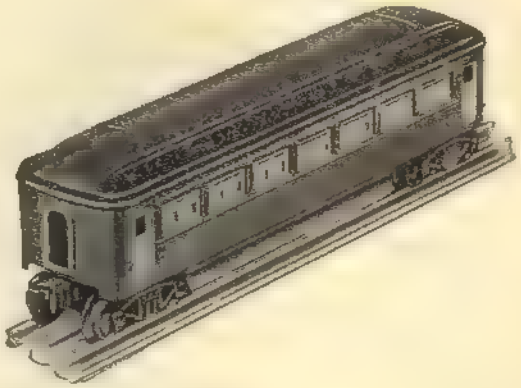
### ILLUMINATED PULLMAN



**No. 2625**—"Irvington"—Length 14½ in. .....Each $10.00
**No. 2627**—"Madison"—Length 14½ in. .....Each 10.00
**No. 2628**—"Manhattan"—Length 14½ in. .....Each 10.00

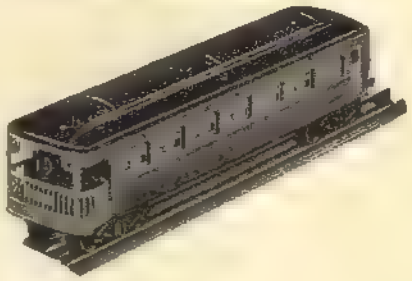
All Above Twelve in a Carton

### ILLUMINATED PULLMAN



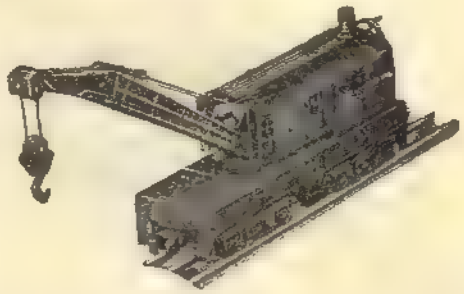
**No. 6442**—Pullman—Length 10½ in. .....Each $4.50

### ILLUMINATION OBSERVATION



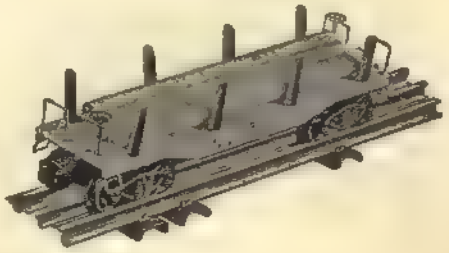
**No. 6443**—Observation—Length 10 in. .....Each $4.50

### OPERATING CRANE CAR



**No. 2460**—Crane Car—Length 8¾ in. .....Each $9.75

### FLAT CAR



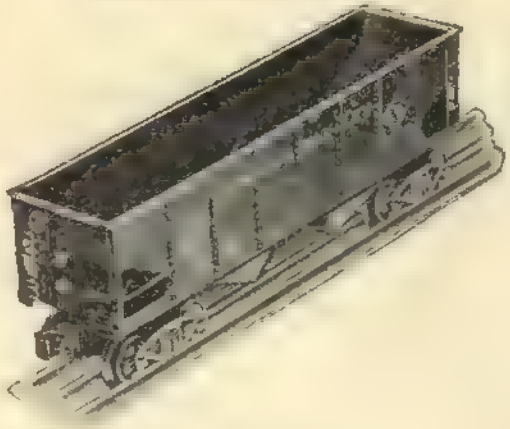
**No. 6411**—Flat Car—Length 9 in. .....Each $3.75

All Above Twelve in a Carton

# LIONEL ELECTRIC SCALE DETAILED CARS

For 027 and "0" Gauge

### LEHIGH VALLEY HOPPER CAR



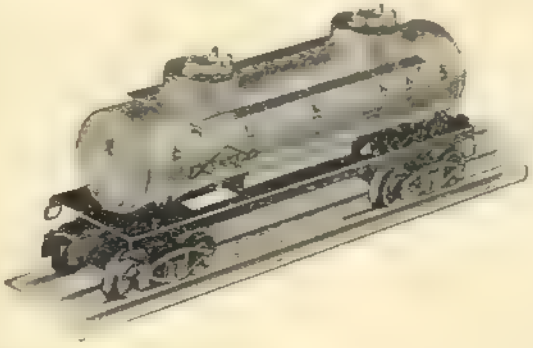
**No. 6456**—Hopper Car—Lengths 9⅛ in.....Each $4.25

### GONDOLA CAR

[illegible] designed g[illegible] (2[illegible] inches long), patterned after the latest all-steel cars used by the major railroads, more intricately detailed than any previous car [illegible] reproduced. The length of 9[illegible] the longest freight car on the line. Furnished complete with [illegible]

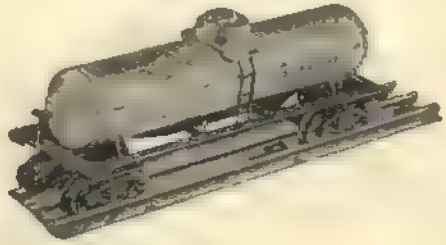
**No. 6462** [illegible] Car—Length 9⅛ in.....Each $4.50

### DOUBLE-DOME OIL CAR



**No. 6465**—Oil Car—Length 9 in.....Each $4.00

### SINGLE-DOME OIL CAR



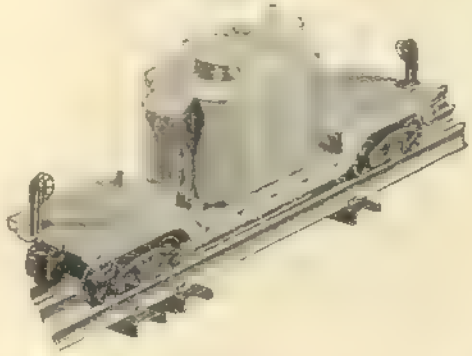
**No. 6555**—Oil Car—Length 10¼ in. . . . . Each $4.75

### SEARCHLIGHT CAR

This car consists of a machinery car underslung frame, die-cast [illegible] alloy, and mounts a powerful searchlight which swivels freely in two directions. The light can be turned on and off by remote control as it passes over the special 6019 or UCS track section. In the center of the car there is a replica of the famous General Motors diesel generating set.

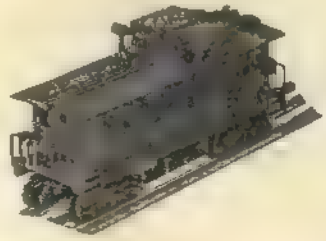
**No. 6620**—Searchlight Car—Length 10 in. Each $6.50

### TRANSFORMER CAR



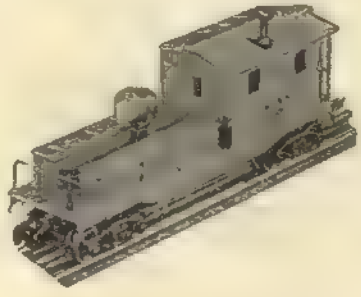
**No. 6461** [illegible] Car—Length 10 in. .. Each $4.50

### ILLUMINATED CABOOSE



**No. 6457** Caboose—Length 7¼ in.....Each $4.50

### WRECKER-CABOOSE

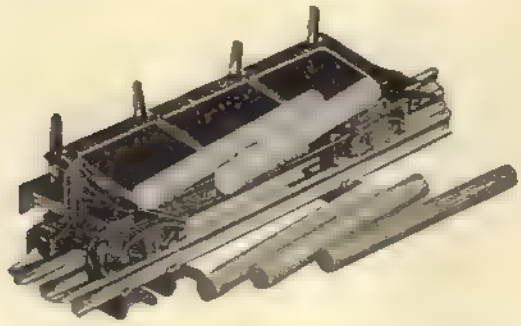


**No. 6420**—Wrecker-Caboose—Length 9⅝ in.. .Each $6.50

All Above Two [illegible] in a Carton

# LIONEL ELECTRIC TRAIN EQUIPMENT

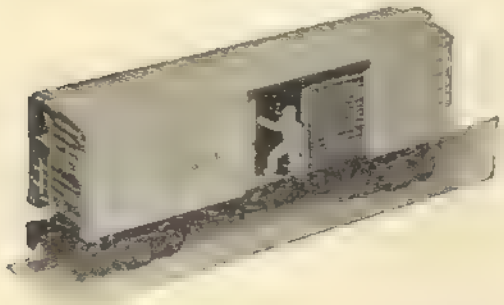
## AUTOMATIC OPERATING LUMBER CAR



An automatic car remotely controlled by a button which dumps the car when it is over a special section of track. An ingenious device that adds realism to any railroad system.

**No. 3461** Lumber Car—Length 9½ in. ..... Each $6.50
Twelve in a Carton

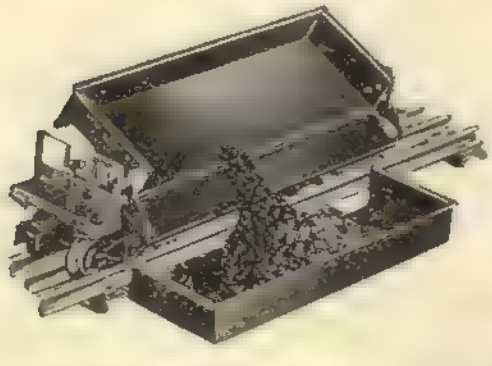
## AUTOMATIC ANIMATED BOX CAR



A semi-automatic action in which a figure concealed within the car "pushes" open the sliding door of the car and appears at the entrance. This action is obtained by pressing the button controlling the 6019 track on the new O-S track. The power is derived from the magnet in the roadbed ordinarily used to actuate the new magnetic couplers. The mechanism is restored to its initial position manually by simply sliding close the freight car door.

**No. 3464** Box Car—Length 9¼ in. ..... Each $5.00
Twelve in a Carton

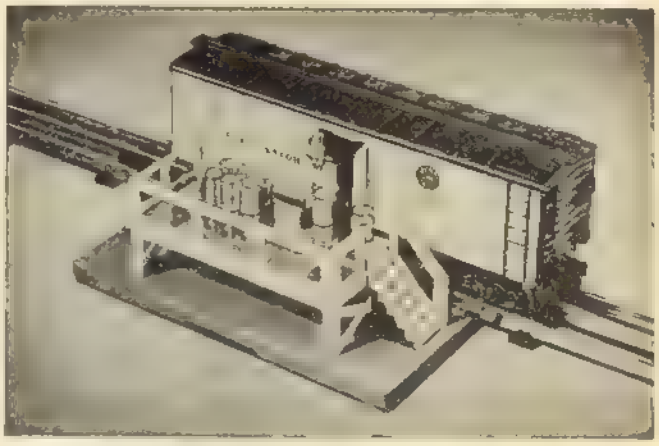
## AUTOMATIC OPERATING ORE DUMP CAR



An automatic action remotely controlled by a button which dumps the car when it is over a special section of track. The car returns to a normal position when the control button is released.

**No. 3469** Ore Dump Car—Length 9⅛ in. .....Each $7.75
Twelve in a Carton

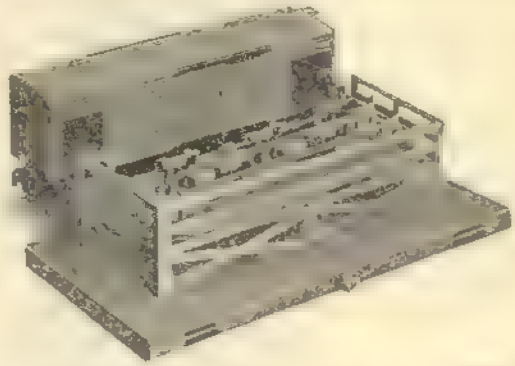
## AUTOMATIC OPERATING MILK CAR WITH PLATFORM



One of the most remarkable automatic cars ever made. Eight miniature milk cans are fed through a roof hatch and at the [illegible] to the platform by the [illegible] and [illegible] by the [illegible] white enamel and has complete detailing. Platform is made of [illegible]

**No. 3472** [illegible] Length 9 ..... Each $6.50
Twelve in a Carton

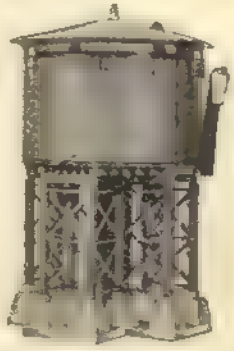
## AUTOMATIC OPERATING CATTLE CAR AND PLATFORM



Brand new automatic cattle car and corral type platform. A [illegible] that permits the cattle to [illegible] out of the car [illegible]. When [illegible] controlled [illegible] push button [illegible]

**No. 3656** [illegible] ..... Each $4.50
Twelve in a Carton

## AUTOMATIC WATER TOWER

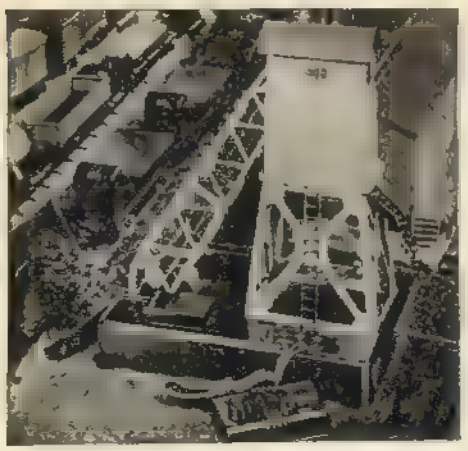


Most ingenious action. When control button is pressed, spout lowers over [illegible] and remains there. Spout [illegible] when control button is released. Tank made of [illegible] polystyrene.

**No. 80**—Water Tower ..... Each $7.95
Six in a Carton

# LIONEL ELECTRIC TRAIN EQUIPMENT

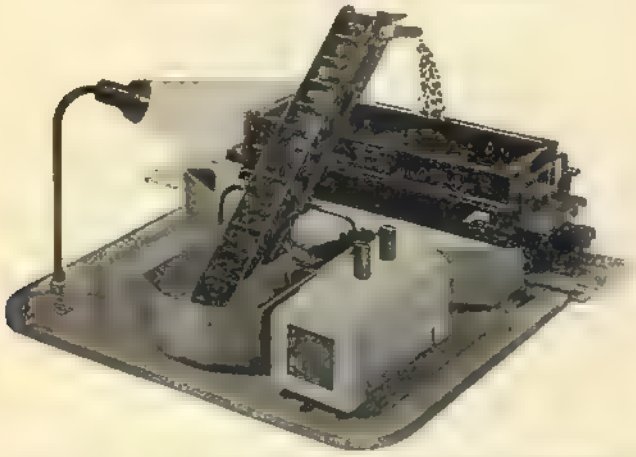
## AUTOMATIC COAL ELEVATOR



Buckets on endless chain carry artificial coal to bunker, where contents are tipped into loft. At touch of button, gate opens and coal pours down chute into waiting car. Height 12"

**No. 97**—Coal Elevator—Height 12 in. ..... Each $15.75
Four in a Carton

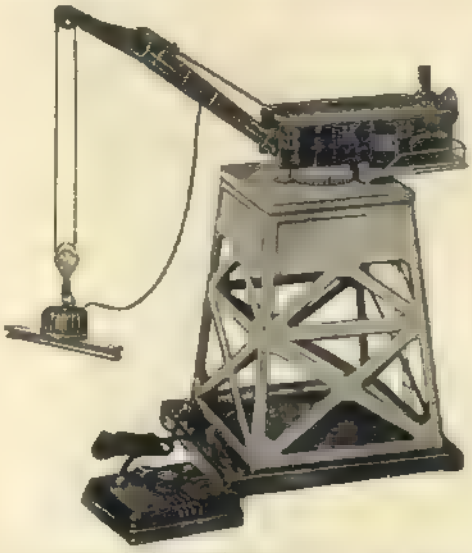
## AUTOMATIC CONVEYOR COAL LOADER



One of the most unusual accessories ever created and brand new this year! Coal can be loaded and unloaded from the same track by remote control. Switches, sidings, extra track, etc., are unnecessary. When coal is dumped from car, it is fed to conveyor by means of an ingenious vibrating motion. Rubber buckets on an all-rubber endless belt pick up coal and carry it to the top, from which point it tips into the waiting car. Motor is encased in accurately-designed Diesel-type housing. Heavy cast base. A highly colorful accessory.

**No. 397**—Conveyor Coal Loader ..... Each $11.95
Six in a Carton

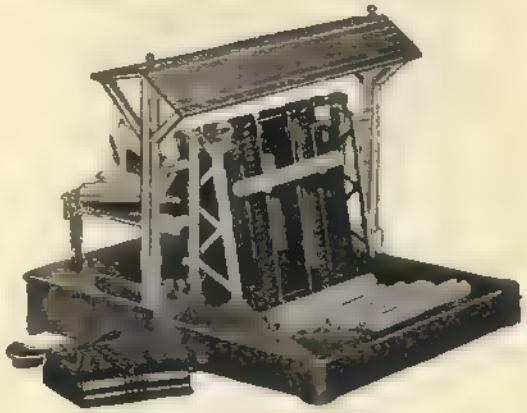
## AUTOMATIC TRIPLE ACTION MAGNET CRANE



Motor operates winch to raise and lower block and tackle. Another action swings derrick in 360 degree circle, either direction. Wheel at rear of cab raises or lowers boom. Energized maget picks up steel scrap. Illuminated cab. Height 10". Base 6" x 6½". Scrap and bin included.

**No. 182**—Crane ..... Each $19.95
Four in a Carton

## AUTOMATIC ELECTRIC LOG LOADER



Hooks on a revolving, endless chain lift logs from trough to the elevated loading platform. When control button is pressed, lumber tumbles into car on tracks below. Dimensions: 9" high, 11¼" wide, 10¾" long. Logs, controller, wires included.

**No. 164**—Log Loader ..... Each $21.50
Four in a Carton

## AUTOMATIC CONVEYOR LUMBER LOADER

One of the finest Lionel accessories, completely automatic in operation. Logs are unloaded into bin and carried to upper platform on new-type endless belt, where they are emptied by remote control into the lumber car standing in readiness. Entire operation completed on same track—need for sidings eliminated. Conveyor belt has automatic take-up, keeping it taut at all times. Red-green signal lamp illuminated. An extra heavy, all-steel accessory.

**No. 364**—Automatic Conveyor Lumber Loader ..... Each $12.50
Six in a Carton

SHE'S NEW..
SHE'S GLAMOROUS
SHE'S MARCIE'S
"DEBUTANTE"

Undoubtedly the richest looking miniature doll on the market.

Exquisitely gowned in pastel shades of taffeta. She wears a fur-like cape simulating mink or ermine and carries a gold plated evening bag and in her hair is a touch of gold.

●

*An illustrated catalogue of Marcie Dolls will be mailed on request.*

●

**A & H DOLL MANUFACTURING COMPANY**

48-14 43rd AVENUE
LONG ISLAND CITY 4, N. Y.

*The most asked-for toys in America!*

# HOLGATE TOYS

*Train as well as entertain*

**This famous line of educational toys covers every age group from infancy through pre-school years. They're approved by pediatricians and educators.**

**Better stores everywhere know that Holgate means quality, value, customer satisfaction and profitable repeat business.**

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**A complete fast-selling line of toys scientifically designed to meet the play and developmental needs of infants.**

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# Rotating Platform Boosts MINIATURE GAS ENGINE SALES

**By GENE CREIGHTON**

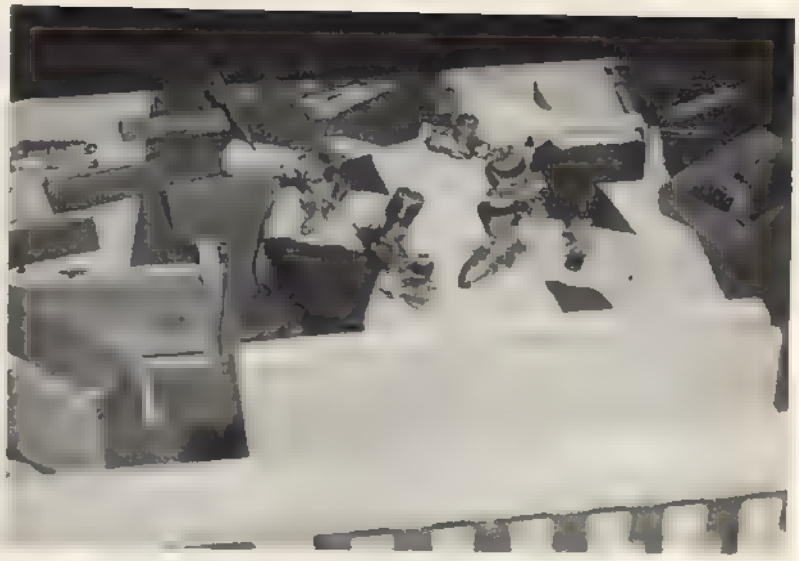
A PARADE OF MINIATURE gas engines in the window of the Hobby House, outstanding hobby store in downtown Denver, Colorado, has aided immeasurably in increasing sales in all varieties, according to R. C. Sarsfield, owner.

The Denver hobby shop, which specializes in miniature railroad equipment and gas-powered flying model aircraft, devotes one window to each subject and, as far as possible, incorporates a lot of "action" into every display. Like many other dealers, Mr. Sarsfield would like to actually operate minature gasoline engines under their own power, but he finds it impracticable.

As a "next best thing," he constantly displays a series of miniature gas engines on a three-foot revolving turntable in the center of the window, gaily decorated with colorful crepe paper and streamers, designed to focus the passerby's attention on this "centerpiece."

On the platform are shown anywhere from eight to a dozen miniature gas engines, including some CO2 models, spaced a few inches apart around the periphery. All price lines and cubic-inch displacement models, from small "peanut" engines up to powerful 2-cylinder models, are given their turn on the turntables. "As long as something in the window display is moving, it will always attract more people than any other type of display theory," Mr. Sarsfield said. "Whenever we use the turntable method, our gasoline engine sales rise—because the sidewalk visitor can stand at one place and see the engines carried by his position one-by-one."

In order to obtain a continuous stream of handsome, built-up models, Mr. Sarsfield has developed a policy whereby he will trade free construction kits to his customers in return for fully-completed, built-up planes. Following this policy for several years, even though it has been relatively expensive since top-price kits are concerned, has given the shop one of the West's most complete diplays of gas-powered models —and with the "parade display" in the window, the store stops a lot of traffic.



Looking down into the window of the Hobby House

## HISTORIC TRAIN KIT ADDED TO STROMBECKER MODEL LINE

THE STROMBECK-BECKER MFG. CO., Moline, Ill., offers a new historic-train kit combining a solid-wood model of the Chicago & North Western Railroad's first passenger coach with the already-popular model of the historic Pioneer locomotive which pulled that coach 100 years ago. Included in the kit are all materials needed to assemble models of the century-old Pioneer engine,

tender and coach. Scale is ¾ inch to 1 foot. The first Pioneer kit, released last year, introduced the locomotive and tender only. These immediately captivated thousands of model enthusiasts and others who saw the original Pioneer when it toured the Mid-West and was exhibited at the Chicago Railroad Fair. This summer, thousands more will crowd to see the Pioneer when the Railroad Fair reopens in Chicago

The model coach featured in the new kit is a scale reproduction of the C. & N. W's first passenger coach which began service in 1849—a decided improvement over the open freight cars on which passengers previously had ridden. This StromBecKer model coach can be assembled quickly and easily because many details have been worked out in advance. For instance, cardboard pieces to be glued to car sides and ends are printed orange, red and green like the original passenger coach so that the model will be realistically colorful. In addition, all parts are ready-shaped by the manufacturer so that no carving is required. Included are wooden steps and miniature hand rails of metal for the floor platform at either end of the car. The train kit also contains preshaped wooden parts for the engine and tender, complete in detail down to the headlight and bell. Sandpaper and glue are included, too, with detailed assembly instructions, graphic enough even for beginners to follow.


"O.K." AMERICA'S LEADING MINIATURE ENGINE LINE

ANNOUNCING NEW LOW PRICES

Effective January 1st "O.K." miniature engines will retail at the following low, low prices:

GLOW PLUG MODELS
BANTAM 19
HOT HEAD 29
SUPER 60
$9.95
with glow plug, less tank

SPARK IGNITION MODELS
BANTAM 19
SUPER 29
SUPER 60
$11.95
with spark plug and tank

"O.K." CO2
Same low price as ever! . . $4.95

You obtain more repeat sales . . . make greater profits . . . by handling "O.K."— the only complete miniature engine line on the market. Every "O.K." is precision engineered, more durable, easier starting. It's these features that have established "O.K." leadership. And it's these same features that "sell" hobbyists . . . convert them into steady customers for other "O.K." engines, parts and accessories.

HERKIMER TOOL & MODEL WORKS, INC.
178 Horter Street, Herkimer, N. Y.

Canadian Herkimer "O.K." Engine Co., 211 Norwood Bldg., Toronto. Exports: 120 Wall St., New York 5. All cables: Concordia, N. Y.

Made of rayon plush, "Goldie" and "Bobo" each contain a music box.

### ALMA MUSICAL TOYS

In response to the demand for popular priced musical toys, The Alma Toy Co., of 339 Bridge Street, Brooklyn 1, N. Y., is manufacturing what they believe to be one of the most interesting lines of musical animals.

Priced to retail at $3.98 each, their "Goldie" the bear (in gold) and "Bobo" the elephant (in blue or pink) are designed to please tiny hearts and tiny hands. Made of rayon plush, each attractively ribboned toy contains a fine guaranteed Music Box and is individually wrapped and packaged. The bear #15/2 measures, 8" x 6". The elephant #18/8 measures, 6" x 6".

Occupying a space of only eight feet by five feet, the Sky-Skooter Model 66 is ideal for small play areas

### NEW GYM-DANDY MODEL FEATURES THE ORIGINAL SKY-SKOOTER SWING

A new Gym-Dandy Steel Play Gym model featuring the original Gym-Dandy two-place pumping swing, the Sky-Skooter, (Reg. U. S. Pat. Off.) has been announced by the Universal Manufacturing Company of Shreveport, Louisiana.

Known as the Sky-Skooter Model 66, this latest addition to the Gym-Dandy line promises to be a year 'round item. Sturdy and compact, the Sky-Skooter Model 66 provides hours of fun and exercise for one or two children. Occupying a space of only eight feet by five feet, it is ideal for porches or small play areas.

The four swing supports are mounted on ball-bearing hangers to assure quiet, smooth operation. Legs and top bar are made of heavy steel tubing, with welded leg socket construction. Like the other Gym-Dandy Steel Play Gym models, the new Model 66 has cadmium plated hardware, hardwood seats, and is finished in glossy weather resistant green and red enamels.

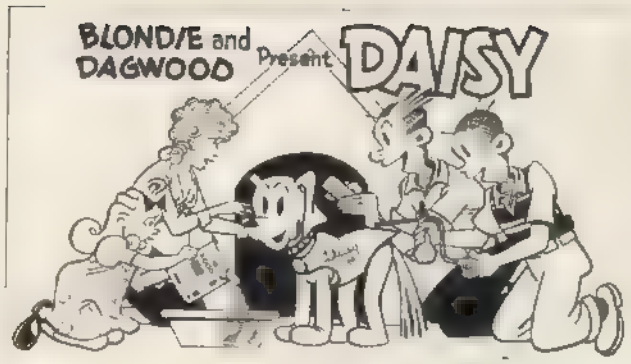
The Sky-Skooter Model 66 is packed in an individual shipping carton with complete instructions for quick and easy assembly.

The Universal Manufacturing Company's complete line of Gym-Dandy Steel Play Gyms is on permanent display at Space 1160 in the Chicago Merchandise Mart, and in the display rooms of its New York representatives, Redell and Demoy, 230 Fifth Avenue, New York City.

The party doll, the bride and the nursery-rhyme doll are representative of the Five-Inch Virga Doll series in which each doll is patterned after the same mold.

### BEEHLER ARTS DOLLS

These Tenite plastic dolls are from the Five-Inch Virga Doll Series—of which twelve wear pastel dresses illustrated with different nursery rhymes, five are colorful party dolls, and three are a bride and her maid-of-honor and bridesmaid. Shown here are one nursery-rhyme doll (right), one party doll with a feather in her cap, and the bride. Except for their fanciful headgear and bouffant dresses, and different-colored wigs and eyes, the dolls are identical. The whole series is patterned after the same mold, and made of the same lightweight, shatterproof, washable Tenite plastic. Body, legs, and head are in one rigid section; arms are movable. Facial coloring and "shoes" are applied by special lacquers. The Five-Inch Virga Doll Series is a product of Beehler Arts, 254 W. 47th St., New York 19, N. Y.




This is the cover of the box that houses the latex version of "Daisy" by the Comic Toy Co.

### NEW LUPOR MECHANICAL TOYS

Lupor Metal Products, 242 East 137th St., New York City, well known manufacturers of mechanical toys are introducing several new items for 1949, prominent among which is the number 650 Roadmaster automobile which is equipped with a plastic windshield and contains two figures. Then there is the number 260 Hot Rod, a racing car which features a plastic windshield, rubber wheels and has a driver in the cockpit. A full line of spring winding tops to retail from 10c to 25c is also being manufactured by this firm. The Company points out that their complete line of all lithographed mechanical toys are equipped with an exceptionally sturdy, long-running spring motor and that all the mechanisms used are guaranteed for life. It is interesting to note that practically all of these items have enclosed mechanisms. The line throughout is finished in brightly lithographed colors. This firm has sales representatives in all territories and in addition to their special Toy Fair display in Room 905 at the Hotel McAlpin, the line will also be shown in New York City by their Eastern representatives, Reimann, Seabrey Co., Inc., 1107 Broadway, New York 10.

### KAY-ROSE LINES AT HOTEL McALPIN

"Kitty" and "Al" of the Kay-Rose Company, Factory Representatives, announce that they are covering the Eastern territory for Vogue Dolls. This firm states that they also have the exclusive distribution for the entire United States of the Cudley toys styled by Douglas as well as Etone dolls. "Kitty" has been selling dolls for over 7 years in New England and New York State. Al Rose was formerly sales manager of a well known doll house. The new firm will specialize in merchandise for the toy and infant trade. A cordial invitation is extended to the trade to drop in at their permanent display, Room 314 at the Hotel McAlpin.

### PAUL STURMER TO CARRY TOY LINES IN SOUTH

The many friends of Paul Sturmer, formerly a representative of the Ideal Novelty & Toy Company in the Southwest, will be pleased to learn that he is now covering the entire South for the following concerns: The Rushton Company; Imperial Crown Toy Corporation; Rich Industries, Inc.; The Bilnor Corporation.

### EDEN TOYS IN NEW LOCATION

Eden Toys, Inc., makers of stuffed toys and animals, infants' toys, etc., have moved to new and considerably larger quarters where they feel they will be able to serve the trade even better than in the past. They are now located at 153 W. 23rd Street, New York 11, N. Y.

### HELENE PESSL INTRODUCES NEW LINE OF CHILDREN'S TOILETRIES

Helene Pessl, Inc., 785 Fifth Avenue, New York, N. Y., manufacturers of children's toiletries, have come out this season with the following new items in their Little Lady and Young Lad lines: Little Lady's Soap Doll, Style No. 7005/3, features three hand-size soap-dolls of Little Lady herself. Delightfully rose-scented, and of pure castile soap, these figures are also hand-painted with harmless vegetable coloring. Selling price: $1.00 (No Federal Tax). Little Lady's Bath Soap, Style No. 7005/1, is a jumbo-sized doll of Little Lady herself, rose-scented and hand painted with harmless vegetable coloring. Selling price: $.75 (No Federal Tax). Little Lady's Triple Treat, Style No. 7014, features these three Little Lady favorites: Billion-bubble bubble bath, rose-scented toilet water and a hand-painted soap doll of Little Lady herself. Selling price: $1.75. Young Lad's Bubble-Tub, Style No. 9007, features a green plastic Toy Bathtub with a giant-sized bottle of Young Lad's pine-scented he-man bubble bath. Selling price: $1.00.

### POPEYE BY IRWIN WALKS THE DECK

The mighty sailor of the high seas—the engorger of the spinach can—the master of the art of making cash registers ring—in other words Popeye, has now come to life in plastic. He is making his home in the showroom of the Irwin Corporation, 200 Fifth Avenue, New York, Room 651. He walks! He swaggers! He staggers on his own ship's deck—which for added play interest is given free with each Popeye. He contains no motor, he requires no wind-up—nothing to do but to place him on his deck—and he walks! Popeye is 5¾" tall and is made of durable, non-inflammable plastic brightly colored to delight both young and old. His ship's deck is skillfully constructed and lithographed in colors to simulate the "real" thing. It is predicted that Popeye will be right up among the leaders on the 1949 list of non-mechanical "hits." The retail price is 49 cents (including the ship's deck).

### "DAISY" IN LATEX BY COMIC TOY

Comic Toy Mfg. Co., Inc., 537 West 53rd Street, New York 19, are featuring a replica of Daisy (copyright 1948 by King Features Syndicate, Inc.). This delightful pooch which appears with Dagwood and Blondie in the movies, radio and comics is a great favorite with millions of children and grown ups. The item, measuring 12" high and 14" long, is made of all live rubber latex inside and outside and the manufacturers point out that it is sanitary, waterproof and washable. An interesting feature resides in the fact that this canine can turn her head and bark. Daisy has a dog tag on her neck and wears a cute, personalized dog coat. Individually packed in a colorful comic box, Daisy retails at $5.98.

### NORMA EXPANDS LINE

Big doings at Norma Manufacturing Co., creator of the Joan of Arc Doll, center around the creation of 48 new models in their 7½-inch line of character dolls. In addition, a completely brand new line of 5½-inch miniature dolls is being introduced. Among the new dolls featured are Cleopatra, Robinson Crusoe and his man Friday, Robin Hood, Madame Butterfly, Ali Baba, Scheherazade, Tom Sawyer and many other characters that have never before appeared in doll form. These dolls will be on display at the Toy Fair, Hotel McAlpin, Room 1009, March 7-18. For further information write to Norma Mfg. Co., 160 Fifth Ave., New York 10, N. Y.

The "High Flyer" by Myers

### MYERS FEATURES "HIGH FLYER" SWING

Myers Manufacturing Company, Box 117, Greentown, Ohio, is featuring the "High Flyer" swing which is made to appeal to adults as well as children. The seat is made of smoothly finished seasoned oak and is coated with a waterproof varnish. It measures ¾" x 7" x 17". This item is equipped with 10' chains. Each chain has an adjustable rubber grip and a permanently attached hook on the end, which makes the swing adjustable to any height and easy to suspend from basement joist, pipes, tree limbs, etc. The shipping weight is 75 lbs. per dozen and it is priced at $22.50 per dozen, F.O.B. plant. The manufacturers state that they are in a position to make prompt shipment.

The Circle Cycle by the Rufus B. Smith Company of Cincinnati, Ohio

### THE CIRCLE CYCLE MAKES DEBUT

From Cincinnati, Ohio, comes the Rufus B. Smith Co.'s new toy idea, the Circle Cycle. The manufacturers state: "Here is the plaything that bridges the gap between crawling and the velocipede. Toy buyers tell us they are delighted with this controlled velocipede. As such it keeps children busy and happy, yet eliminates accident hazards and danger of marring furniture." One side of the Circle Cycle is supported by two wheels. The other side forms an arm that extends three feet and converges to a low tripod which sets firmly on the floor. The tripod and present rear wheel are the mechanisms that insure the toy moving in a fixed circle. Seat, handlebars and pedals are constructed like those of a regulation velocipede. A special feature is that the arm is adjustable thus making the toy practical for any sized room. What this amounts to is that a child can now have an inexpensive merry-go-round of his own.

The R. B. Smith Company realized that a child's toy is bound to undergo rough treatment so they ruggedly constructed the Circle Cycle of welded steel tube and steel stampings brazed together for maximum strength. Its brilliant red and blue colors were tested and found to be appealing to all youngsters. For many reasons the Circle Cycle has been acclaimed by parents as a practical toy. First of all the toy is excellent as an exercise vehicle for small spaces such as for kitchen, living room or driveway. As for storage—it's easily taken apart for storing in a closet and can be quickly assembled.

The Circle Cycle is fun for any child between the ages of one to six, and is a fine stepping stone to the velocipede or bicycle. Safety's stressed, as it's easy to operate and almost impossible to tip over. Proof of this is the fact that the Children's Hospital of Cincinnati is now using three of them as exercise vehicles for convalescents. What's more, it may be obtained as both standard single model or as tandem so that two children can ride at the same time.

Parents, people in the toy field and children have been enthusiastic over the Circle Cycle. Cincinnati's H. & S. Pogue Company has tested it with a minimum of publicity, and even under these toughest of conditions for a new toy, it has proved to be popular. The Rufus B. Smith Company, located at 423 Lawrence St., Cincinnati, Ohio, plans to announce several other new lines in the near future.

### STERN TOY MOVES TO LARGER QUARTERS

Ben Stern of Stern Toy Company announces that he has just acquired considerably larger space at 12 East 22nd Street, New York City, just off Broadway. This well known stuffed toy manufacturer states that his firm will occupy the new premises on or before February 1st. The new plant is on one floor and will enable the firm to greatly increase production during the current year. The personnel will be provided with daylight manufacturing facilities throughout the entire plant. During a recent interview with Ben Stern, he emphasized the fact that his company would be in a position to render an even better service to their customers than heretofore. Ben, although still a young man, has spent practically his entire life in the stuffed toy industry. The firm specializes in popular priced stuffed toys and novelties for every class of trade. In addition to the permanent display at the new factory showrooms, this firm will maintain a special Toy Fair exhibit in room 966 at the Hotel McAlpin. A cordial invitation is extended to buyers to inspect the new plant during their visit to New York City.

### "LUCKY PUP" GETS LICENSOR

Jerome Beigel, of Advertising By Model Age, Inc. 220 West 42nd Street New York City, has been appointed Eastern Representative by R. C. Cox Corp. sales agency for "Lucky Pup" (current CBS TV show). Mr. Beigel will handle all licensing rights with manufacturers and distributors.

"Lucky Pup" is two Hooper ratings old . . . and 40% bigger!

The "Lucky Pup" program is televised directly by cable from New York to Philadelphia, Boston, Washington, D. C. and Chicago.

A kinescopic recording is shown five days a week in Cleveland, Toledo, Detroit, Syracuse and Seattle.

### SCHEUER HAS RECORD YEAR

During a recent conversation with Bert Scheuer of Bert Scheuer, Inc., 1186 Broadway, New York, well known representative for Radio Steel Wagons, Junior Toy velocipedes, Cleveland Welding Roadmaster bicycles and Super Royalty doll carriages, this well known wheel goods specialist stated that his firm has experienced a record year in 1948. They further report a firm position in their territory for the factories they represent.

### MURRAY GILBERT'S NEW TOY CENTER DISPLAY

Murray Gilbert is all ready to receive buyers at his new Fifth Avenue Building display in room 521 at the Toy Center. "Murray" is very enthusiastic about the toy lines he represents and calls particular attention to such well known lines as Roberts Manufacturing Company—metal toys, Gibbs Mfg. Co.—mechanical spinning tops, Playcraft Products Co.—combination desk and blackboards and H & W Products Company—plastic toys. Murray called particular attention to the fact that the Roberts Load and Dump truck was widely advertised during the past year and enjoyed an exceptionally fine volume of business in leading stores throughout the country. He extends a cordial invitation to the trade to inspect his varied lines at his new showroom.

### J. WARREN WILEY REPRESENTS SIFO

Sifo Company, St. Paul 1, manufacturers of Sifo inlaid puzzles and educational toys announce that they have appointed J. Warren Wiley, Room 450, 200 Fifth Avenue as Eastern representative. S. M. Ford president of Sifo, states that their 1949 line has been considerably enlarged. With the addition of Mr. Wiley to their selling staff, Mr. Ford feels that they are now in a position to render full service to buyers in the East. In addition to the display at Mr. Wiley's permanent showroom, Toy Fair visitors will find the complete Sifo line awaiting them in Room 831, Hotel New Yorker.

Andy Fleischhaker

### BELLE DOLL ENLARGES FACTORY FACILITIES

Andy Fleischhaker, sales manager of the Belle Doll & Toy Corporation states that their new factory at 43 Hubert Street, New York, embodies greatly enlarged production facilities. Said Mr. Fleischhaker, "For the coming year buyers will find us ready with a complete array of new plastic baby and character dolls as well as just about everything that could be desired in latex babies. We have substantially expanded our production program so as to be in a better position to take care of new friends as well as old ones." Mr. Fleischhaker will be on hand in room 933 Hotel McAlpin during the Toy Fair.

### D. C. TRAGER, OF TOPIC TOYS, INTRODUCES "UTILI-TOY" LINE

D. C. Trager of Chicago has found an easy way to solve several difficult problems that confront every mother of a young child. His solutions in the form of fascinating items which combine the play appeal of a toy with the practicality of a utensil promises profits to the toy and infant departments as well as satisfaction to the twelve million mothers who have been searching for products such as these

Beginning with the premise that it is important to get a child to eat voluntarily and pleasurably, he has developed the Hungry Piggy Feeding Set—a clever little plastic pig which fits on a plastic bowl. Piggy opens his mouth wide when a spoonful of food is inserted giving the appearance of actually eating with baby. However, Piggy is so constructed that the food goes right back into the bowl and baby isn't denied a bit of his portion. Piggy is in pastel pink Lustrex, the bowl is in pastel blue of the same material—a plastic that is odorless, tasteless and can be washed in hot water without distortion. "One for the baby and one for the piggy" is the psychology that encourages the child to assimilate its vitamins with a minimum of trouble. Hungry Piggy is a patented item which comes beautifully packaged as a two piece set (piggy and bowl) for 79c and as a five piece set with accompanying originally designed "Marching Piggies" spoon, fork and stand made of Lustrex in complementary colors of pink and blue for $1.00.

D. C. Trager

Having eliminated the 'eat your food' fuss Mr Trager then proceeded to overcome the 'drink your milk' obstacle. The result of his effort is the Merry-Go-Sip which brings all the gayety and color of a carnival to each glass of milk, orange juice and other nourishing liquids. Merry-Go-Sip consists of a specially designed plastic glass covered with a tight fitting lid upon which are three little animals (duck, kitty, and bunny) under a transparent dome. As the child sips from a flexible plastic straw using no more effort than with an ordinary straw, the little animals go round n' round just like a real carousel. No cheating with Merry-Go-Sip, when the glass is empty the animals will not turn. Contents of glass are never visible. Animals are in pink, glass in blue and straw in yellow—creating with the shiny dome, a Wizard of Oz effect of bright fantasy. Made of sanitary Lustrex, nothing to rust, stain or clog and easily accessible to cleaning. Merry-Go-Sip comes in a rich gift box, retailing for $1.29.

Considering the question of oral hygiene and the common reluctance of children to exercise proper dental care, the Kitty Kat Tooth Brush Set was created as an answer to that significant problem. The set is composed of a plastic Kitty Holder, the front of which is in opaque pink and the back in transparent blue plastic with two projecting prongs forming the Kitty's "magic" blue eyes. The tooth brush is a nationally advertised, child's size nylon bristle brush of the best quality. As the tooth brush is inserted into the Kitty Holder, the bristles of the brush become the teeth of the Kat and the handle forms the tail. The Kitty Holder allows for proper air and drainage, is quickly cleaned and sits on any glass, with stand by itself or can be attached to the bathroom wall. Kitty Kat Tooth Brush Set is an interesting and decorative fixture as well as a utility. Attractively packaged in a cellophane window box it is offered to consumers at 59c. These items are ready for delivery and will be on display at the New York Toys Show, room 962 Hotel New Yorker, along with several other new and desirable developments in the children's field.

### WARD'S CATALOG PAGE ON DOLLS CONTINUES TO AROUSE INTEREST

**Considerable attention has been paid to the "Personality Pla-mate" Dolls featured in Ward's Christmas Book as the forerunner of an interesting development in doll merchandising. This catalogue page illustrated dolls in five different age groups, each with distinct personalities of their own. These dolls have, in the opinion of many in the trade made Ward's presentation outstanding in every respect. The designer and creator, Fred Gardel of the Eugenia Doll Co., Inc., of New York, has likewise received commendation for his skill and ingenuity in the production of this merchandise**

### CHARLES W. OBERMEYER

The Delphos Bending Company of Delphos, Ohio, has announced the death of its president, Charles W. Obermeyer, on Saturday, January 1, 1949.

### SUN RUBBER DOLLS GET NEW "COMPLEXIONS," NEW CLOTHES

'Porky Pig' and other popular characters in the Sun Rubber Company's line of inflated rubber dolls are sporting colorful new outfits these days. A new rubber compound recently adopted by the Barberton, Ohio firm gave the dolls such a life-like look that it was decided to further improve their appearance by working out completely new color schemes. Color-fast and non-toxic, the new colors are brighter and more appealing.

Sun characters affected by the change include "Kitty-Be-Mew," "Porky Pig," the 'Happy-Kappy" baby, "Chunky" girl doll, "Rompy" boy doll, "Oswald" rabbit, 'Susie-So-Soft" cat, "Wiggy-Wags" dog, 'Bonnie Bear," and "Bunny Buster" rabbit.

Sun reports that the changes have met with a very favorable reception from toy buyers, particularly for Spring and Easter merchandising, and all shipments of these popular inflated toys are now being made out of the newly compounded, freshly colored production.

The inflated rubber doll line of the Sun Rubber Co. are sporting brand new complexions and a new wardrobe.

### HALLMARK INTRODUCES "LITTLE WOMEN" DOLLS

A new set of four Hallmark "Little Women" greeting-card dolls, inspired by the MGM Technicolor production of Louisa M. Alcott's beloved novel, will be introduced late in February, it was announced by Joyce C. Hall, president of Hall Brothers, Inc.

The premiere of the "Little Women" dolls will coincide with the nation-wide release of the MGM 25th anniversary film which stars June Allyson, Margaret O'Brien, Elizabeth Taylor and Janet Leigh.

The Little Women dolls were sketched from life on the set, with each of the four actresses portrayed in costume by Hallmark artists.

Like the two previous series of Hallmark dolls, the Little Women dolls are designed in full color, with costumes finished out in front and back. Each card bears a rhymed story describing the character portrayed. And each card is designed to stand by itself in tent-card fashion, enabling it to be used as a toy as well as a greeting card and a story.

The dolls will retail at 25 cents a piece or $1 for a set of four dolls packaged in an attractive "Little Women" box.

### "MONKEY SHINES" AT MACY'S

'Monkey Shines," one of the most popular toys of the year gets a real showing" at Macy's at Christmas time. It was one of the few toys selected for main floor and fifth floor toy department demonstrations, which resulted in thousands of the comical monkey and his coconut gathering antics being sold to parents looking for a durable, new and action packed toy. Macy's also backed up the two demonstations with several ads in the New York newspapers. "Monkey Shines" is produced and sold by [illegible] Specialities Company, Inc., with offices in New York at [illegible] Seventh Avenue.

"Monkey Shines" was displayed on the first floor of R. H. Macy Co., and a demonstrator kept crowds enchanted.

### NEWLY IMPROVED DISPLAY BOX FOR GALLANT KNIGHT CHESS SETS

A most attractive and attention-getting display box is now being used for sets #95 and 96 by Gallant Knight Company, manufacturers of the Gallant Knight plastic chess sets and chess and checkerboards, 228 W. Kinzie Street, Chicago 10, Illinois. Timed to meet the big seasonal demand for adult games, the newly improved display box includes two [illegible] major pieces and two sections for the pawns. The trays are softly padded and the famous Gallant Knight [illegible] is attractively embossed on the lid. The new dustproof boxes are in de luxe [illegible] and have a right [illegible] hinged lid and are covered with [illegible]

New display box for chess sets.

durable and attractive russet brown leatherette of exceptional wearing ability. All chessmen are made of highly lustrous plastic and practically seamless and are weighted and felted. Of authentic Staunton design, the chessmen are practically unbreakable and are all in proper proportion with no midget pawns. Dealers have a choice of brilliant colors in red and ivory or black and ivory pieces. All sets include Gallant Knight's famous guarantee and a set of instructions on how to play chess. Sets No. 95 and 96 are King Size 2" and retail at $7.50. These sets make ideal gifts and are highly suitable for both amateur and professional players. Further information may be obtained by writing Gallant Knight at the address given above.

# Center of Attraction!

NEW

## BUBBLE GUM BANK

A BANK PLUS A REAL VENDING MACHINE

**SENSATIONAL $1 RETAILER**

Dispenses bubble gum when you drop in a coin (penny, nickel, dime or quarter.) Easy to refill. Also, easy to remove coins. Made of unbreakable plastic. Blue, green, red, yellow. Complete with bubble gum.

**Refills, 50 pieces in a box for 29¢**

• WATCH FOR •

## MARCH ISSUE

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*EXCLUSIVE SALES REPRESENTATIVES*

**MILTON JACOBS • JULIUS KUSHNER**

200 FIFTH AVENUE — ROOM 511

also HOTEL McALPIN — ROOM 609

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# who is JOHN SCARNE ?

**ROOM 309—200 FIFTH AVE.**

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## QUICK SALES with BIG-BANG

Safety Celebrators
No Gunpowder
No Matches

Toy Fair
HOTEL McALPIN
Room 874

5 Sizes—Popularly Priced—Retail $2.50 to $6.50

To Load—Push Charger Button

Many stores display BIG-BANG Guns with Soldier-sets and Sailor-sets throughout the year. This attractive display increases the sales of these Safety Guns which are used in military games, celebrating, saluting and signaling at races, sporting events, and Camp activities.

Write for complete information.

**THE CONESTOGA COMPANY** Bethlehem, Pa.

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# Mr. PUTT PUTT!

**COMING SOON!**

SEE MARCH ISSUE

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Little Chef

## MINIATURE ELECTRIC RANGE

3 MODELS

EDUCATIONAL TOY

Year Around

**TACOMA METAL PRODUCTS CO.**

414 PUYALLUP AVE., TACOMA 2, WASH.

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# TOM THUMB

CASH REGISTERS

## ADD-EM

TOY ADDING MACHINES

**WESTERN STAMPING CO.**

Jackson, Michigan

SALES REPRESENTATIVES: HENRY KATZ

380 Fifth Avenue, New York

No. 925 Stake Truck.

### SHERWOOD CHAIN DRIVE AUTO TRUCKS

Vic Goldberg, sales manager of the Sherwood Toy Company reports that their new chain drive auto trucks are rolling up sales beyond their most optimistic expectations. Typical of the popular Sherwood auto truck line is their No. 925 Stake Truck, shown in the accompanying illustration. Realistically designed, it is extra large size—43" overall and is made of sturdy, heavy gauge steel, electrically welded. An outstanding innovation is Sherwood's new chain drive, which is described as "easy to start, pedal, steer or stop." Other quality features are ball bearings making for easier steering and an adjustable seat and more leg room

In addition to their 925 Stake Truck other items in the Sherwood auto truck line include the No. 975 Dump Truck, the No. 900 Fire Truck and the No. 950 Emergency Unit. All are available with the Sherwood chain drive and are noteworthy for their extra large size, heavy gauge steel construction and numerous other quality features. The complete line is on permanent display in suite 309, 200 Fifth Avenue, New York with Messrs. Vic Goldberg and George Wallach in attendance.

### FLIP-A-SCOR INAUGURATES SALES PROMOTION CAMPAIGN

Carl Lapin, president of McKenzie Playthings, Inc., announces that his Company is well under way with plans for a vigorous campaign to distribute and stimulate the growing popular interest in their game "Flip-A-Scor".

In presenting this unique game to game buyers, Mr. Lapin states, "A new game is like an evening gown; it's what you put into it that really counts." In the words of Mr Lapin, "On looking into a package of "Flip-A-Scor" we feel that one cannot help but recognize and become impressed with its attractive appearance. We have endeavored to develop a game with the accent on quality, play value and buy value, and are confident that game fans will readily recognize that it is a top money value at $1.98 retail."

Mr. Lapin call s particular attention to the distinctive packaging that graces "Flip-A-Scor" Designed for attracting attention on the counter, its four bright colors are aimed to make people stop, look and buy. While its rigid strength gives added long life and will withstand lots of handling

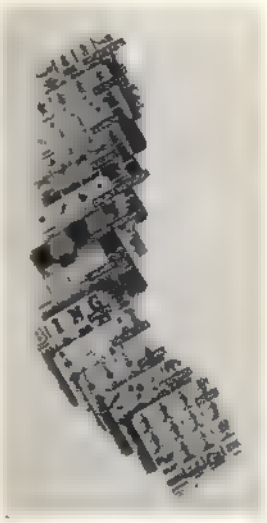
In action, "Flip-A-Scor" is truly simplicity itself. Played with colorful "flipping discs" with a flip of the finger like shooting marbles, its action is so simple that anyone can do it. "Flip-A-Scor" is much more than just one game. Rather it is an ingenious system that offers players a variety library of 12 fun provoking games that can be played by anywhere from one to a dozen players. "Flip-A-Scor" can be played by every member of the family at home, at picnics or in the sick room, and for those who like to doodle, "Flip-A-Scor" is described as a doodler's delight.

The game itself consists of unique and attractively molded plastic pieces together with a patented plastic playboard. Also included are 6 templets, in two colors, with a new game on each side. Players can choose at will from a carnival of sports including baseball, football, bowling, horse races and archery in addition to such familiar old favorites as Bingo and Tick-Tack-Toe. The rules are printed on the under side of the box and are written in an easy to understand fashion. One simply inserts the game selected on the "Flip-A-Scor" playboard and flips the discs for

Played with colorful "flipping discs."

scoring according to rules for that particular game

Mr. Lapin states that an organization on nation-wide sales representatives have been appointed to introduce "Flip-A-Scor" and service the trade with promotional ideas. These representatives include: Irving S. Heineman, 833 Market St., San Francisco 3, Calif; Irving S. Heineman, Jr., 426 So. Spring St., Los Angeles 13, Calif Lloyd R. Troike, P. O. Box 622, Chicago 90, Illinois, Randall Co., Inc., 19 N. W. 20th St., Miami 37, Florida; Norman A. Price, 4047 Okalona Road, So. Euclid 21, Ohio; Irving Hellman, 95 Morton St., New York City.



Twelve games in one.

### NEW TOY ELECTRONIC ELECTRIC MOTOR

In their newly introduced electronic toy motor, Frank Paper Products Corporation, 2941 E. Warren Ave., Detroit 7, feel that they are offering "a trade school education" as well as a real electric motor. Retailing for only 69c, this unique little motor runs up to 7,000 rpm, and is packaged in unassembled form. Carefully prepared and readily understandable instructions are included with every motor

Operating from batteries or through doorbell, chime or electric train transformers, this little motor is capable of providing ample power for models, toys and displays, and in addition teaches elementary electric motor construction The manufacturer provides free, fully assembled demonstrators with transformers, along with push buttons for self-demonstration by potential customers. There are 24 parts, including a wood mounting block and instruction sheet packed in the two color package

Retailing at 69c, the Frank Paper Products motor runs up to 7,000 r.p.m.

# SKIL-KRAFT LAUNCHES NEW TOOL SET LINE

Dick Handler

Ralph Heller

Joseph B. Heller

A comprehensive new line of tool chests will be introduced at the Toy Fair, Room 747 Hotel McAlpin by Skil-Kraft Corporation. Marketed under an appropriate, easy to remember trade-mark "Skil-Kraft," this newcomer in the field of tool chests bears ample evidence of a determined desire on the part of the manufacturers to produce a line with top quality features in every particular. The Skil-Kraft firm has been organized by three men with long backgrounds in the field of manufacturing and merchandising. Dick Handler, president, has had wide experience in various Chicago business enterprises while Ralph Heller, vice-president, will be remembered by many as occupying the office of president of the Playskool Manufacturing Company some years back. Sales will be in charge of the capable Joseph B. Heller. Said Joe Heller, "When my associates and myself decided to offer the trade a line of tool chests, we did so with the firm resolution that quality would be the keynote. We have bent every effort in selecting only the finest tools obtainable so that young carpenters and their dads would have no cause for complaint. We think our buyer friends are in for some real surprises when they see the superior finish and workmanship of the tools contained in our various sets. Details such as hardwood handles beautifully sanded and smooth, chisels with hard steel cutting edges and many others, too numerous to mention, all combine to make the Skil-Kraft line one that any store can be proud to sell. In addition to the quality of the tools themselves, we are especially proud of our handsome metal chests. These chests were specially selected by us because of their attractive appearance, and of equal importance, rugged durable construction." Mr. Heller went on to say that Skil-Kraft tool chests will be available in a complete range of sizes and prices to retail for $3.95, $5.75, $8.95 and $11.95. Offices and showroom of the Skil-Kraft Corporation are at 36 South State Street, Chicago.

### STEGER PRODUCTS ENLARGES WHEEL GOODS LINE FOR 1949

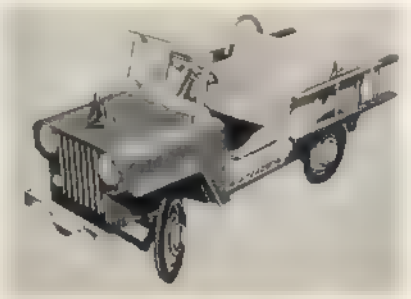
Steger Products Corporation, Steger, Illinois, will be ready to present Toy Fair visitors with a greatly enlarged line of Steger wheel goods. The full line will be on display at the New York showrooms of Steger's sales representatives, Blazon, Inc., Room 1215, 1107 Broadway.

Steger streamlined auto

Many months of intense development have gone into the preparation of Steger's 1949 line. Receiving justified featured prominence is their new Superamic auto. Noteworthy for its modern advance styling, it is appropriately described as "the car of tomorrow." As with its counterparts in real life, this new Steger vehicle is wider and roomier and boasts several important mechanical improvements. An improved pedaling mechanism will make it easier for the young autoist and he will also find it easier to steer—turns in narrow radius are now possible.

Steger Stake wagon.

The Steger steel wagon line has been augmented by several new sizes and embraces a selection of streamlined models made of heavy gauge steel. The Steger stake wagons are available in two sizes, and it is emphasized that lower prices are being quoted. A new deluxe 40-inch size is being offered which has removable sides and removable stakes. Extra durability is assured by its marine plywood bottom. The Steger 1949 line is rounded out by attractive station wagon and realistic fire patrol.



Steger Fire Engine.

### EMPLOYEES MARDI GRAS

The fourth annual Mardi Gras ball for employees of Krauss Co., New Orleans department store, was held Jan. 15 in the grand manner of New Orleans' Carnival Balls at the city's municipal auditorium. Mrs. Ettis Bridges reigned as queen, with Sam Meridier king.

# TOY GUIDANCE CHALKS UP NEW PUBLICITY RECORD

By ELEANOR N. KNOWLES
Director, Toy Guidance Exhibit, Inc.

Almost three quarters of a million lines of written toy publicity and over a quarter of a million square inches of toy picture space was chalked up by Toy Guidance Council and The Toy Guidance Exhibit in 1948, reports Mel Freud, their president

That's a lot of publicity in any man's language and represents, for the sticklers on statistics, about 437 full newspaper pages of type and 2,030 pages of pictures to illustrate a magazine the size of Life

No claim has been taken for any publicity that did not mention or credit Toy Guidance, or have a letter to or from the writer or editor involved stating that we had helped in preparing the material.

As in the past, our Public Relations Department worked very close with every branch of the Fourth Estate and in most cases tailored specific articles to fit the requests made by not only magazines and newspapers, but radio and television. The message in most cases, however, was not only to cover the novel phases of what the industry had to offer, but continue to hammer the gospel of right toys for the right age and encourage buying of toys every day in the year, not just selected holidays.

The biggest single break was the June preview of toys actually in production and about to appear on the counters, which indicated a trend for the coming Christmas season. This event will become an annual feature with The Toy Guidance Exhibit. Clippings from this show came in for two months after the event under bylines, or picture credits of all the major syndicates.

Twenty-three national magazines using some of our material included *Amerika* (the State Department's Russian language propaganda magazine), *Baby Talk, Child Life, House & Garden, Journal of National Education, Life, Look, Magazine Digest, McCall's, Mechanix Illustrated, Motion Picture Magazine, My Baby, Newsweek Parents, People & Places, Popular Science, School Executive, Science Illustrated, Successful Farming, Time Today's Woman, The Woman,* and *Young America Reader*

Syndicates represented were: Associated Press, Consolidated News Features, General Features, King Features, McNaught Syndicate, Newspaper Enterprise Association, North American Newspaper Alliance, United Press, and Women's National News Service

Picture services included Acme Newspictures, International News Pictures, Keystone and Wide World. Hundreds of pictures were also made by our own staff photographer and distributed

The radio was well represented through such features as U. S. Steel's Theatre Guild of the Air, (WJZ), The Fitzgeralds, (WJZ), Harry Hennessy, (WOR), Quincy Howe, (CBS), Barbara Welles, (WOR), Newsreel of the Air, (WOR and WWRL)

Photo courtesy MOTION PICTURE MAGAZINE

**Famous screen and radio star, Dorothy Lamour, visited the Toy Guidance Exhibit for advice on the wise selection of toys for her young son, Ridge. She is shown here with Eleanor N. Knowles, director of the exhibit, who is explaining how the toys are graded for age.**

The fast growing medium of television was quick to grasp our service of selecting suitable toys and seeing their good points put across. Such programs as Bob Smith on the Gulf Oil Road Show, NBC), Okay Mother, (WABD) and Information Please and Child Care, both on WPIX, were most important

Columnists, such as Alice Hughes (King Features), Gracie Allen, (Consolidated) and Antoinette Donnelly (Chicago Tribune) found toys interesting copy at other seasons than Christmas

Trade papers carried space from short notices to sales articles ranging from one to three as a series, which were specially prepared for them. Included in this list were *Advertising Age, Automotive Retailer, Department Store Economist, Soap & Glycerine Digest, Earnshaw's Infants Children's and Girls' Wear, Furniture Age, Hardware Age, Hardware & Farm Equipment, Hardware World, Infants & Children's Retail, Juvenile Merchandising, Meyer-Both Sales Letter, Modern Plastics, New England Appliance & Radio News,* PLAYTHINGS, *Post Exchange & Ship Service, Retailing Daily, School Equipment News Syndicate Store Merchandiser Toys & Novelties* and *Toys Games of England*

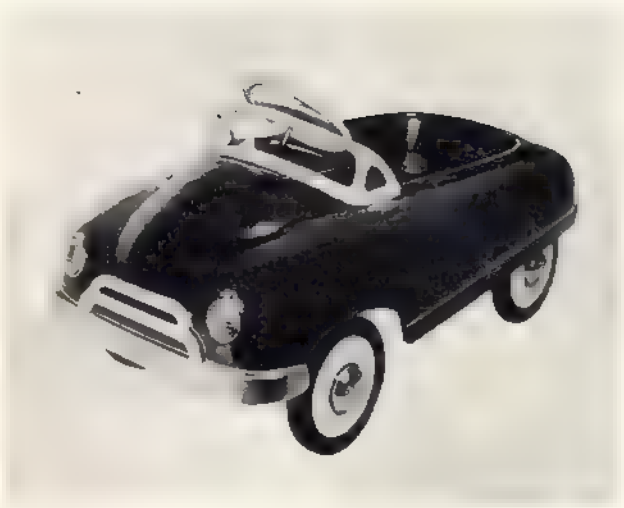
Besides the syndicated news articles and pictures many leading newspapers carried special features either prepared by their writers who visited the Exhibit in person, or from material supplied by our staff. They included papers from coast to coast of such caliber as the *Los Angeles Times and News, Indianapolis Star, Baltimore News Post and Sunday American, Christian Science Monitor, Boston Globe Detroit News, Newark Evening News, Brooklyn Eagle, N. Y. Herald Tribune, N. Y. Daily News, N. Y. Journal-American, N. Y. Post, Bronx Home News, N. Y. Star, N. Y. Times, N. Y. World Telegram, Columbus Citizen, Houston Post* and *Toronto Star Weekly.*

Even syndicates from England, Holland and Australia asked for material, feeling we had the most complete coverage to be found on toys

Mr Freud promises even a better showing for 1949 and judging by the many letters and comments of appreciation, leading manufacturers recognize the benefit to the industry as a whole from these efforts

## PROGRESSIVE DOLL ACCESSORIES CORP OPENS NEW YORK OFFICE

Progressive Doll Accessories Corporation has recently opened a New York office and showroom in Room 310, 1170 Broadway. M. L. Greenberg will be in attendance at Progressive's conveniently located headquarters. For the extra convenience of Toy Fair visitors, the enlarged Progressive line of doll clothes and accessories will be on display at both the Hotel McAlpin—Room 833 and the Hotel New Yorker—Room 532, during the Toy Fair



The body of the new BMC chain and pedal driven auto is one-piece construction of heavy gauge steel.

The license plate area on the rear of the BMC car has two half-pierced holes for attaching either the license plate or hitch.

The new Ajak Pyramid Anagram game is attractively packaged in a 10" x 10" x 1¾" box.

### BMC INTRODUCES NEW CHAIN AND PEDAL-DRIVEN AUTOS

BMC Manufacturing Corporation of Binghamton, New York, is introducing these all new chain and pedal driven autos which will be manufactured in 4 models: Thunderbolt Junior, pedal drive — Fire Chief Junior, pedal drive — Thunderbolt Senior, chain drive—Fire Chief Senior, chain drive. The body is one piece construction of heavy gauge steel, the chassis is all welded tubular steel with real auto type front axle spindle. Tires are 1.75" semi pneumatic on double steel 8" disc wheels. There are a total of 10 ball bearings in the chain models and 6 in the pedal models. Bearings are in the wheels, rear axle, sprocket and pedal hangers. The body is chemically treated against rust, assuring better paint adhesion. The finish is baked enamel. A "Duo-Seat" is an innovation that permits youngsters, whether 3 or 8 years of age, to drive without the necessity of making any mechanical adjustments in the seat construction. These all new Autos have more pedal room, seat room and leg room. The pedal room is 26". The seat width is 12¾". There will also be available a trailer hitch for BMC pull attachments. The license plate area on the rear of the car has two half pierced holes for attaching either the license plate or hitch. If the hitch is used the license plate attaches to the hitch. The operations are very simple

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### AJAK'S PYRAMID ANAGRAMS IS NEW EDUCATIONAL GAME

Ajak Co., 139 North Clark Street Chicago 2, is introducing a new educational Anagram game designed to combine the intelligence of the player with the novel element of chance. Known as Pyramid Anagrams, the game consists of Pyramid Anagram cards on which three to seven letter words are formed, a spinner showing each of the alphabetical letters in a designated space, a penalty space, one space representing all letters from A to Z and a series of Anagram letters and simple instructions. The object of the game is to fill the Anagram cards and the first player to fill the card is the winner.

Many can play Pyramid Anagrams at the same time. Each player has one card and spins the arrow in rotation. The letter which the spinning arrow points to is taken from the Anagram pile of letters and is placed on the player's card. Words are thus formed by these selected letters starting on the top row with a three letter word and ending with the bottom row. The player can not go from one row to the other until each row is completed with a formed word. However, the player may change the formation of a word to another, if desired.

Pyramid Anagrams is designed to appeal to adults as well as children. When played by children, a simplified form is used. The game is attractively packaged in a 10"x10" x1¾" box and the suggested retail price is $1.25

### BOY INSURES FUTURE EDUCATION WITH AN IDEA

**Of course, Jimmie Calvert attributes a good deal of his joy to luck. Early last year his artistic scribblings of funny faces and numerous funny features were discovered by Edward Lange, a lithographic designer, who developed the boy's idea into a boxed game or toy. When the finished product finally emerged as Change-A-Face it was successfully shown at the N. Y. Toy Fair last spring. Now Master Calvert is being presented with the millionth package just off the assembly line while his mother holds a check earmarked for his future education. Outside of Jimmie's own prized Change-A-Face package the rest of them are being readied for early shipment to toy buyers by Empire Lithographing & Printing Co., Inc., 424 E. Saratoga St., Baltimore, Md**

### COMIC TOY FEATURES "DAISY"

Comic Toy Mfg. Corp., 537 West 53rd Street, New York 19, manufacturers of the well known "Daisy" of Dagwood and Blondie comic strip fame, announce that this item can now be retailed at $4.95. Made of grey latex rubber, "Daisy" stands 12" high, 14" long and is stuffed with foam rubber. This amusing item is individually boxed in a colorful comic box, and each item is equipped with a dog tag and collar and wears a cute red monogrammed woolen coat. The toy is being manufactured under license from King Features Syndicate.

### F. A. O. SCHWARZ DISPLAYS JOSEPH K. STRAUS JIG SAW PICTURE PUZZLES

Shown in the accompanying illustration is the attractive window display by F. A. O. Schwarz, Fifth Avenue and 58th Street, in which were featured many of the attractive new wood jig saw puzzles manufactured by Joseph K. Straus, 257 Varet St., Brooklyn, N. Y.

These new Straus puzzles represent the recently introduced new series depicting scenes in famous cities throughout the world which are covered by TWA Airlines. "All these scenes are in full color and are exclusive with our line," said Mr. Straus. "As evidenced by the feature window display in the F. A. O. Schwarz store they are being promoted by leading stores throughout the country and are already proving to be among the most popular we have ever brought out."

### PHILADELPHIA HOBBY EXPOSITION

A show for hobbyists will be held in the Commercial Museum, Philadelphia, from November 11 through 19. This is the fourth in a series called "World Hobby Exposition." One of them was staged last year in the same location, and attracted a large throng of hobby enthusiasts. The Commercial Museum has 113,000 square feet of space for exhibits, which will include displays by manufacturers, distributors and dealers of a great many different hobbies, including handicrafts; model planes, cars and boats; model railroads; puppetry; carving; leather craft; metal craft; photography, etc. Publicity and advertising plans include radio, television, newspapers, billboards and car cards to attract the crowds. Further information about exhibit space can be secured from World Hobby Exposition, Inc., 331 Madison Ave., New York 17.

### LOWE GUARANTEES SALES FOR RETAILERS ON "15" PUZZLE

In a dramatic and novel move to increase the outlets for Lowe's "15" Puzzle, the E. S. Lowe Co., Inc., 200 5th Ave., New York, is offering this item on a guaranteed sales basis.

Lowe's unique merchandising plan has already taken hold and stores that never handled this merchandise before are sending in enthusiastic reports. The sales guarantee as formulated by the E. S. Lowe Co., Inc., calls for the retailer to display the game, using the colorful and forceful sales helps which are supplied to him free of charge. If within 30 days results are not satisfactory, the dealer has the privilege of returning the unsold balance, as arranged, shipping charges paid by Lowe.

The substantial sales of Lowe's "15" Puzzle has made this item an outstanding dollar retailer. It interests all ages, all kinds

of people, and one sale usually creates another. It can be played singly or with others and there are 2,615,348,735,999 variations, offering an endless series of new puzzle games to solve. To help the dealer merchandise this remarkable puzzle game most effectively, display cards for counters and windows are furnished, as well as an attractive, colorful window streamer and ad mats. The dealer is also advised to have Lowe's "15" Puzzle on the counter near the cash register where customers can try the game. Contributing to the popularity of Lowe's "15" Puzzle is the fact that it can be carried so easily, slipped into pocket or purse, and it is ready at all times to supply entertainment and relaxation.

F. A. O. Schwarz window featuring the Joseph K. Straus puzzles.

Our new **ALL-Plastic**

*Drink 'n' Wet – Washable and Sanitary*

# COLORED BABY DOLL

Proudly joins our evergrowing and popular family of all Plastic and Composition Dolls.

*Write for prices and descriptive circular*

Allied-Grand
DOLL MANUFACTURING CO., INC.
72 Nostrand Avenue Brooklyn 5, N. Y.
Telephone: ULster 5-3773

AG

**NATIONAL SCIENTIFIC TOYS**

TIDY MISS
- **SPIN DRY WASHER**
  It actually Washes and Spin Dries!

TIDY MISS
- **ELECTRIC VACUUM CLEANER**
  Vacuums and Cleans just like Mother's.

3-IN-1
- **JIG SAW - SANDER - FILING MACHINE**
  Perfect for the home workshop — safe for Boys and Girls.
- **KARIOLA TOY MUSIC BOX**
  A Musical Instrument at a Toy Price.

**NATIONAL SCIENTIFIC PRODUCTS CO.**
5013 North Kedzie Ave. Chicago 25, Ill

*Consumers Demand Natural Slate Blackboards*

National School Slate Blackboards Are Permanently Exhibited by
MOSELEY and ABRAHAMS
209 Fifth Avenue
NEW YORK CITY
STANDARD TOY AGENCIES
[illegible]
SAN FRANCISCO, CAL.

NATIONAL SCHOOL SLATE COMPANY
SLATINGTON, PA.

THEY CAN'T WARP, TEAR OR SPLINTER!

*Words to the Wise!*

BUYERS are ORDERING MORE and MORE
**ROYAL CLOTH MASKS**

"THE BIGGEST SELLERS on the COUNTER"

*Why...*

- ★ SOFT FELT BACKING
- ★ FAST DYES - BRIGHTER COLORS
- ★ FLAME-PROOF ARTIFICIAL HAIR
- ★ MORE PERSONALITY
- ★ MORE DECORATIVE
- ★ ROYAL QUALITY - NONE BETTER

WRITE FOR NEW CATALOG

Manufactured by
Austin Art Studios
OMAHA 5, NEBRASKA

Our new **ALL-Plastic**

*Drink 'n' Wet – Washable and Sanitary*

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Proudly joins our evergrowing and popular family of all Plastic and Composition Dolls.

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DOLL MANUFACTURING CO., INC.
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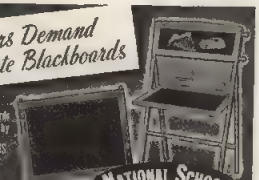

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- ★ ROYAL QUALITY - NONE BETTER

WRITE FOR NEW CATALOG

Manufactured by
Austin Art Studios
OMAHA 5, NEBRASKA

# THE TALK OF

## *Plastic* and *Composition*

Don't miss our display at

ROOM
**442**
HOTEL
**McALPIN**
During the Toy Fair

*Our* **PLASTIC** *Numbers are*

- Washable and Sanitary
- Lovely to the Touch
- Attractively Packed

*See Our* **NEW 1949 LINE**

*Featuring* • **NEW DESIGNS** • **OUTSTANDING VALUES** • **FINEST QUALITY**

**Allied-Grand**
**DOLL MANUFACTURING CO., INC.**
72 Nostrand Avenue Brooklyn 5, N. Y.
Telephone: ULster 5-1773

AEG

# Schoenhut

# PIANOS

for 1949 set the pace in design, workmanship and tonal quality. Buy "Schoenhut," the line backed by 77 years of "know how" in Toy Pianos.

**Mid-Winter Party Time Is The Time To**

## FEATURE

# 4-5-6

# PICK-UP-STICKS

77 YEARS

**NEW YORK SHOWROOM**

**MOSELY & ABRAHAMS**

**ROOM 315**

**200 FIFTH AVENUE**

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## O. SCHOENHUT, Inc.

2046 E. CASTOR AVE., PHILADELPHIA 34, PA.

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*Our new* **ALL-*Plastic***

*Drink n' Wet—Washable and Sanitary*

# COLORED BABY DOLL

Proudly joins our evergrowing and popular family of all Plastic and Composition Dolls

*Write for prices and descriptive circular*

*Allied-Grand*
DOLL MANUFACTURING CO., INC.
72 Nostrand Avenue Brooklyn 5, N. Y.
Telephone: ULster 5-3773

AeG

# Lightning Guider Sleds

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*"Ask the Boy Who Owns One"*

**SLED GUARDS**
**WOOD FOLDING PORCH AND STAIR GATES**

•

**STANDARD NOVELTY WORKS**
DUNCANNON, PENNSYLVANIA

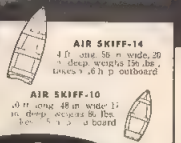
# BUY THE FINEST! NEW ALL-ALUMINUM DOUGLAS AIR SKIFF

Hundreds of sportsmen, yachtsmen, small boat enthusiasts have already bought Douglas Air Skiffs.

Two choices are now available. Air Skiff-14 and improved Air Skiff-10. Both boats are aircraft-built from strong aluminum alloy; yet they are so light they can be carried anywhere. Use with oars or outboard.

Air Skiffs are easy to clean and maintain—can't rust, rot, absorb water or dry out. Available in natural aluminum and five popular colors.

See the wonderful new Douglas Air Skiffs today at your local boat dealer's. If he does not carry the Air Skiff, write for complete information and address of nearest dealer.




DOUGLAS AIRCRAFT COMPANY, INC., DEPT D 4, SANTA MONICA, CALIFORNIA

PALMER ENGINES

THE MOST ENGINE PER DOLLAR

After 50 years, Palmer still offers you old time quality at remarkably low prices in modern high and low speed engines. They include engines from 2 HP to 120 HP for Gasoline and 40 HP and 60 HP in Diesels. Let us tell you how this is possible. Write PALMER BROS. ENGINE CORP. Palmer Road Cos Cob, Connecticut

SEND FOR PRICE LIST

Be Safe Remember- you can't beat KUHLS

keep YOUR BOAT WATER TIGHT & TRIM

ELASTIC GLUES—CEMENTS PRESERVATIVES

ELASTIC SEAM COMPOSITION

ELASTIC SEAM COMPOSITION No. 1—For deck seams

ELASTIC SEAM COMPOSITION No. 3 For hull seams

SEAMLAST A mastic type seam filler for hulls

CANVAS CEMENT—For cementing or repairing canvas decks, etc

"AVIO" Aero Marine Liquid Marine glue

TROWELAST—For surfacing decks, etc., on iron, wood, steel etc

BRUSHLAST—For surfacing cracked canvas—for hard racing bottom finishes, etc

BEDLAST—For bedding on fittings, deck hardware etc

CANVAS PRESERVATIVES For waterproofing and preserving canvas covers etc

FIREGARD Fire resisting canvas preservative

SEAM PAINT A primer for deck and hull seams

LINOLAST A waterproof [illegible]

DOUBLE PLANK CEMENT For double plank boat construction

FATZLAST—A waterproof elastic adhesive for patching canvas

FREE LATEST INSTRUCTIVE BOOKLET WITH COMPOSITE BOAT CHART At the Show, YOUR DEALER or write direct

SEE YOU AT THE MOTOR BOAT SHOW

SINCE 1889 H. B. FRED KUHLS 63rd Street & 3rd Ave. BROOKLYN, 20 N. Y.

TIEBOUT to serve you better

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Marine Hardware and Equipment

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Large Warehouse Stock for IMMEDIATE DELIVERY

SINCE 1856 TIEBOUT & CO. SINCE 1856

66 FRONT STREET - NEW YORK 4, N. Y.

# *There is a place for quality*

Most manufacturers, wholesalers and retailers are aware of the increasing demand by the public for merchandise of better design and quality. More and more store merchandising managers and toy buyers, alert to this trend, are capitalizing on the sale of toy products made to a high standard of quality.

The exact scale model reproduction of the 1949 Ford car which we manufacture, is just such a toy. So authentic is it, in every minute detail, color definition and comparative standards of quality and construction that the Ford Motor Company willingly permitted it to be named the *Ford forty-niner.*

The immediate acceptance and increasing demand for this better toy is continuing to surprise even the most skeptical merchandise managers and toy buyers. It has modified long standing conceptions of what the public wants and is willing to buy.

We are dedicated to building scale model reproductions so authentic in *detail* and distinctive quality that companies such as Ford will be proud to have them bear their names—that the buying public will continue to consider AMT toys as having a value far beyond purchase price.

*Aluminum Model Toys, Inc.*

Birmingham (DETROIT) Michigan

*The* FORD '49er
ELECTRIC REMOTE CONTROL
EXACT SCALE MODEL



FORD TRACTOR
new motorized
SCALE MODEL

STARTS
STOPS
REVERSES
STEERS
. . . WITH THE FLIP OF A FINGER

The FORD '49er
spring motorized
EXACT SCALE MODEL

SEE THESE EXACT SCALE MODEL TOYS IN ACTION AT THE TOY FAIR, ROOM 251, 5th AVENUE BLDG.

# "SWEET RONNIE" DOLLS

*INVITE YOU TO VISIT THEIR TOY FAIR DISPLAY OF A MOST COMPLETE LINE OF*

POPULAR PRICED

COMPOSITION, STUFFED and RUBBER BABY DOLLS

Including a large variety of

## BABY DOLLS

with Rubber Legs and Arms
in all sizes

## HOTEL McALPIN—ROOM 1140

DURING THE TOY FAIR

IRVING KAUFMAN representing

## RONNIE DOLL COMPANY, Inc.

Factory: 5204—3rd Ave., Brooklyn, N. Y.

*Now in enlarged quarters at*
Office: 5216—3rd Ave., Brooklyn 20, N. Y.
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Factory: 410—54th St., Brooklyn, N. Y.

## SELL THE CAPS THE KIDS ASK FOR!

Kilgore Perforated Repeating Roll Caps, in the familiar red box with red, white and blue corner striping, have long been recognized as the finest toy paper caps available. Let this recognition work for you. Give the kids Kilgore caps . . . the caps they ask for by name. Kilgore can supply every type cap you need. Write for name of your nearest jobber.

Single-shot Caps — 72 caps per box. For all single shot pistols and rifles.

6-shot Disc Cap for Kilgore's exclusive 6-shot models

Kilgore CAP FEATURES
- Contain lubricant for easier gun operation
- Caps centered
- Evenly spaced
- Uniform size
- Straight, clean-cut edges
- Tape uniform width

THE Kilgore MANUFACTURING CO.
WESTERVILLE, OHIO, U.S.A.

## For the finest in FLOWERS

*"Leading the Trade for Nearly Half a Century"*

WHILE AT THE TOY SHOW
VISIT OUR DISPLAY AT

**HOTEL BRESLIN**
ROOM 414

*to make your selections from our new line of*

- CHRISTMAS TRIM
- DECORATIVE FLOWERS
- MILLINERY FLOWERS
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- FOLIAGE • LEAVES

## Kaplan Bros.

IMPORTERS AND MANUFACTURERS OF

**FLOWERS**

OF EVERY DESCRIPTION

594-596 Broadway, New York 12, N. Y.

CABLE ADDRESS: KAPLEAVES, NEW YORK
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# AND NOW...Another AMT Toy Triumph!

FAIR TRADE PRICED
AT $9.95
Attractively Packaged
Individually Boxed
Packed 1 Doz. to Carton

## TOY FAIR PREVIEW PREDICTIONS INDICATE IT MAY EVEN SURPASS SALES RECORDS SET BY FAMOUS FORD '49er

Buyers who saw the Electric Remote Control FORD TRACTOR for the first time at the Toy Fair, quickly recognized its unusual year-round sales potentialities. In fact, they predicted it would receive public acceptance equal to, if not greater than that enjoyed by the already famous FORD '49er. A gratifying number of buyers backed their belief with orders for immediate delivery.

Here at last, is a toy offering the ultimate in *increased play value*. A toy that not only looks like a tractor, runs like a tractor—*but actually sounds like a tractor*. More than just a faithful reproduction of a famous product, it is a toy that actually goes places—*and does things!* Things only a real tractor can do, with power to pull, power to push—*power to spare!*

Here are the features that stand for a lot in this unique educational-fun toy:

- **Special geared heavy-duty super-powered electric motor drives this unit through loose sand, up sharp inclines and over minor obstructions.**
- **"Tractor-like" action through highly sensitive, sturdy fingertip controls.**
- **Heavy-duty power pack insures dependable, long-lasting performance.**
- **Ingenious combination of metal and tough, shock-resistant Tenite provides extra strength and durability.**

Here is an opportunity to increase your store traffic and toy sales the year around. Feature the Electric Remote Control scale model FORD TRACTOR—the toy that represents *the utmost in dollar and extra play value.*

*Aluminum Model Toys, Inc., Birmingham* (DETROIT) *Michigan*

FORD TRACTOR—SPRING MOTORIZED 9" SCALE MODEL—A sales-tested money-maker. Has extra-strong key-wind motor with FREE-WHEELING OVER-DRIVE feature. Permits easy coaster operation. Precision-made of Tenite and metal. Feature details in Authentic Red and Gray

FAIR TRADE PRICED
AT $2.95
Individually Boxed
Packed 1 Doz. to Carton

PENNY SINGLETON

Penny Singleton and her doll-daughter, Susan, visit the Hollywood Doll Mfg. Co. in Glendale. Through these portals pass the most beautiful dolls in the world — not only referring to Penny Singleton and Susan, but the thousands of Hollywood Dolls stacked against the walls, for delivery to small "collectors" all over the world.

— *ANNOUNCEMENT* —

The Hollywood Doll Mfg. Co.
Wish to Announce Their New Arrivals

1949 BABY DOLLS

FOUR INCHES LONG, WILL SIT DOWN—
MOST NATURAL BABY LOOK IN PLASTIC
MOVABLE ARMS, LEGS AND HEAD

FIFTEEN DIFFERENT STYLES IN THIS SERIES
SUITABLE FOR COLLECTION OR TO PLAY WITH

WRITE HOLLYWOOD DOLL FOR PRICES AND
FURTHER INFORMATION
or
CONTACT OUR REPRESENTATIVE IN YOUR TERRITORY

Each Hollywood Doll, with her own little story, comes packed individually in an attractive box.

•

**All Hollywood Dolls with Movable Heads, Arms and Legs**

•

Nursery Rhyme Series
Idyll Series
Lucky Star Series
Little Friends Series
Garden Series
Playmate Series
Toyland Series

SAGITTARIUS
LUCKY STAR SERIES

# HOLLYWOOD DOLL MANUFACTURING COMPANY

**1708 Standard Avenue, Glendale 1, Calif.**

REPRESENTATIVES

McCLELLAN & SIDEBOTTOM - - - - - - - 1355 Market St., San Francisco 3, Calif.
SALLY BEASLEY - - - - - - - - - - 1025 Santa Fe Bldg., 2nd Unit, Dallas 2, Texas
FRANK C. NOLAN - - - - - - - - - Terminal Commerce Bldg., Philadelphia, Pa.
EDWARD L. TAYLOR - - - - - - - - - - - 242 Bryant St., Buffalo, N. Y.

## ALUMINUM WARE of DISTINCTION

*write for literature to*

**OAKMAN TOOL CO.**
6910 Farmdale Ave.,
No. Hollywood, Calif.

## MASTER BUILDER PLASTIC CONSTRUCTION SETS

Stocks available nationally. Complete nation-wide sales coverage. Strategically located stock piles. Colorful displays and dealer aids. Parents' Seal of Approval.

TESTED AND COMMENDED BY PARENTS MAGAZINE CONSUMER SERVICE OF MERIT

**MASTER BUILDER TOY, INC.**
1750 Berkeley
Santa Monica, Calif

*Little Lady* and
EMPIRE
HOUSEHOLD AND EDUCATIONAL TOYS

**TOPS** in value, beauty, realistic design, safety and performance. Electric and non-electric models. Favorites for over two generations. Complete range of styles and sizes.

THE METAL WARE CORPORATION
New York—TWO RIVERS—Chicago

*If you want the Best Always pick*
## ARTISTIC TOYS
ALWAYS *Original* DESIGNS

Over 40 Different Styles
**WASHABLE**
Sanitary — Stuffed
**Dolls and Animals**

Artistic Toy Co.
S. E. COR. 3RD & CAMBRIA STS.
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**Just One Hop**
to your
Business Center!

Use ALL the facilities of the
**PRINCE GEORGE HOTEL**
28th St., East of 5th Ave., N.Y.C.
• 5 RESTAURANTS
• COCKTAIL LOUNGE

• SINGLE and DOUBLE ROOMS
Many completely modernized for your complete comfort.

*Now* Sample and Showrooms where your merchandise may be attractively displayed.

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THE FASTEST-SELLING
*Little Lady*
*Young Lad*
*toiletries ever created by*
*helene Pessl* INC.
Originators of Children's Toiletries

*See the great new nationally-advertised LITTLE LADY "specials" and the exciting YOUNG LAD Western line at these shows:*

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Kansas City Gift Show—July 25th to 29th
Municipal Auditorium, Kansas City, Mo.
Mr E. E. Darr, Rep.

Chicago Gift Show—August 2nd to 13th
Palmer House, Rm. 973, Chicago, Ill.
Mr M. Tawse, Rep.

•

*Write today for FREE illustrated dealer catalog—*
*helene Pessl* INC.
*Originators of Children's Toiletries*
*785 Fifth Avenue, New York, N. Y.*

# MATCHED DESIGN KITCHEN POTTERY

## PITCHERS

AMERICAN STONEWARE CLAY

Banded—Yellow

High Gloss Finish

| | Each |
|---|---|
| No. H1992-11—Pitchers; 3¼-pint size, weight doz. 25 lbs. . | $0.90 |

Twelve in Case

## MIXING BOWLS

AMERICAN STONEWARE CLAY

Banded—Yellow

High Gloss Finish

5-PIECE SETS

| | Per Set |
|---|---|
| No. H1992C—Bowl Sets; one each, sizes 5, 6, 7, 8 and 9-in.; weight case, 60 lbs. | $3.20 |

Eight Sets in Case

OPEN STOCK

| Bowls, Nos. | Size, In. | Wt. Doz., Lbs. | Doz. in Case | Each |
|---|---|---|---|---|
| H1992C13 | 5 | 7½ | 4 | $0 30 |
| H1992C14 | 6 | 12½ | 2 | .36 |
| H1992C15 | 7 | 17½ | 2 | .44 |
| H1992C16 | 8 | 22½ | 2 | .60 |
| H1992C17 | 9 | 35 | 1 | 80 |
| H1992C18 | 10½ | 27 | ½ | 1.20 |

## LARGE MIXING BOWLS

AMERICAN STONEWARE CLAY

Banded—Yellow

High Gloss Finish

| Bowls, Nos. | Size, In. | Wt. Doz., Lbs. | Doz. in Case | Each |
|---|---|---|---|---|
| H1992-20 | 14 | 68 | ½ | $1 94 |
| H1992-22 | 14 | 108 | ½ | 3 10 |

## DEEP BOWLS

AMERICAN STONEWARE CLAY

Banded—Yellow

High Gloss Finish

3-PIECE SETS

| | Per Set |
|---|---|
| No. H1992A—Bowl Sets; one each sizes 6½, 8½ and 10½-inch. weight per case 35 lbs. . . . . | $2.50 |

Four Sets in Case

# POTTERY AND GLASSWARE

## *Write For Latest Bulletins of Available Stock*

★ Cooky Jars—★ Bowl Sets and Bowls—★ Range Sets—★ Water Sets—★ Water Glasses and Carriers—★ Orange and Fruit Juice Sets—★ Tea Pots—★ Flower Pots.

Because of rapid changes in design, color and style of all pottery and glassware, it has been extremely difficult to adequately illustrate and describe this class of merchandise. Manufacturers are continually changing the design and a staple item of today may be an obsolete item tomorrow

The accompanying illustration is intended only to call attention to this class of merchandise; up-to-date bulletins will be issued to guide the buyer with his purchases, whenever possible these bulletins will be supplemented with factory pages and color illustrations of available stocks.

### Our Merchandise Mart

*Merchants are urged to visit our display rooms and make selections from actual samples of our present stocks*

## STONEWARE

### BEAN POTS

Brown top; white bottom

| Bean Pots—Nos. | H1991B2 | H1991B3 |
|---|---|---|
| Capacity, Quarts | 2 | 3 |
| Weight Dozen, Lbs. | 49 | 76 |
| Each | $0.96 | 1.40 |

Open Stock

## "PORCELIER" DRIP COFFEE MAKERS

Vitrified china in ivory tint, with pastel decoration embossed scenes with decoration in brown, blue and black on light ivory background; aluminum top.

### COLONIAL

| Coffee Makers, Nos. H1991— | Capacity, Cups | Weight Each, Lbs | Each |
|---|---|---|---|
| 3006 | 6 | 4½ | $3.30 |
| 3008 | 8 | 6 | 4.10 |

Six in Carton

### FLORAL

| Coffee Makers, Nos. H1991— | Capacity, Cups | Weight Each, Lbs | Each |
|---|---|---|---|
| 7006 | 6 | 4½ | $3.30 |
| 7008 | 8 | 6 | 4.10 |

Six in Carton

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**PUT PROMOTION-POWER BEHIND YOUR DOLL-E-TOYS!**

**WE'RE GIVING THEM "LIFE" POWER—ADVERTISED IN LIFE, NOV. 21**

Amsco

## DOLL-E-BATH

15½" wide, 14½ high. All Steel.

*Retail 1.98*

NO. 319

Amsco

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18" wide, 21⅜" high. All Steel.

*Retail 2.98*

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21½" wide, 27" high. All Steel.

*Retail 3.98*

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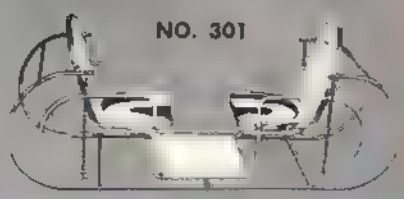
## DOLL-E-GLIDE

26½" long. All Steel.

*Retail 2.98*

NO. 301



Amsco

## DOLL-E-BED

19½" long—with real steel spring, rubber casters. All Steel.

*Retail 1.98*

Mattress optional—98¢

NO. 311

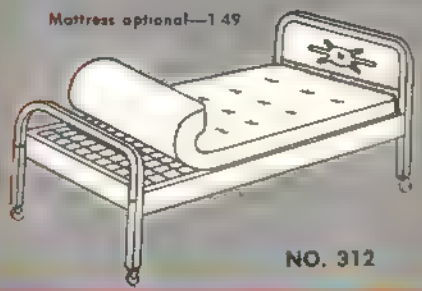
Amsco

## DOLL-E-BED

25⅛" long—with real steel spring, rubber casters. All Steel.

*Retail 2.98*

Mattress optional—1.49



NO. 312

Amsco

## DOLL-E-SWING

22½" high
All Steel
*Retail 1.98*

NO. 295

Amsco

## DOLL-E-HICHAIR

18" high
All Steel
*Retail 1.49*

NO. 300

Amsco

## DOLL-E-HICHAIR

39½" high
All Steel
*Retail 3.98*

NO. 304

With Chrome trim
No. 304C
Retail 5.98

*We've Made our Move*

**TO SERVE YOU BETTER**

**Now In Our New Plant**

**Hatboro, Pa.**

JUST 5 MILES FROM PHILADELPHIA

Amsco

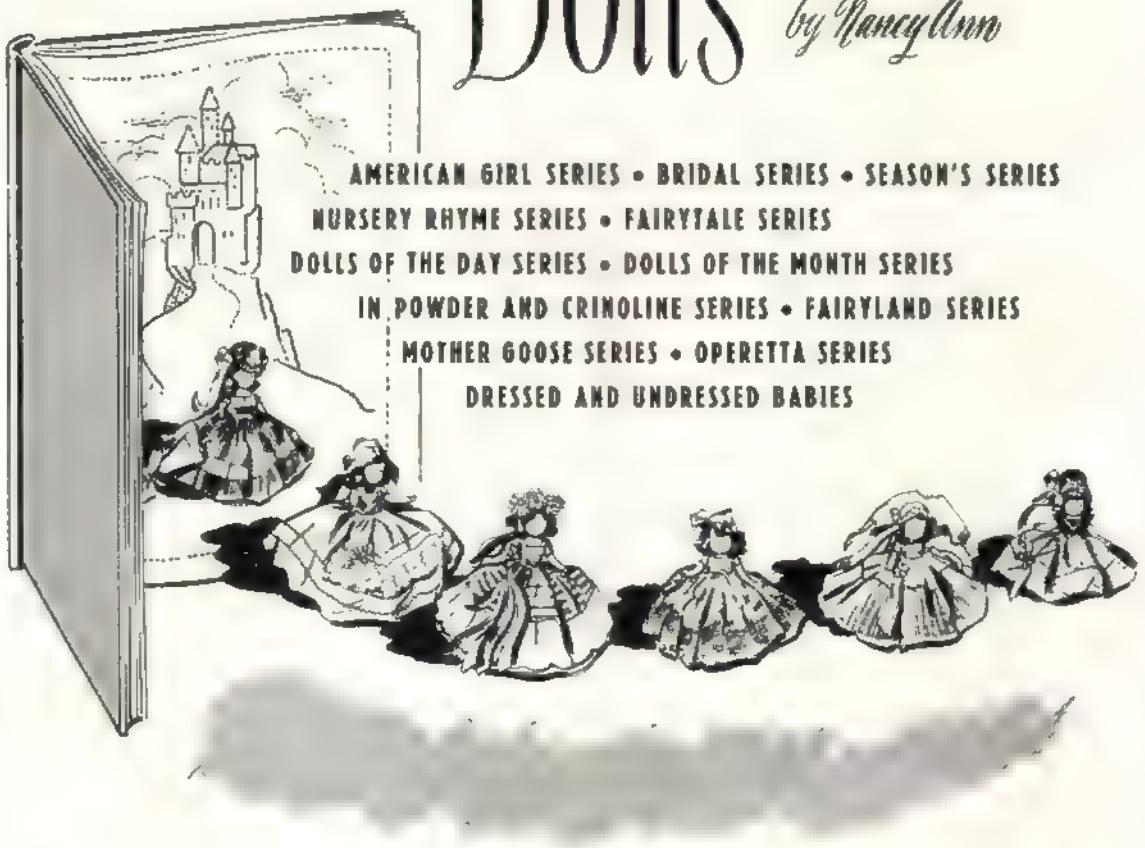
# AMERICAN METAL

## SPECIALTIES CORPORATION

HATBORO, PA. • N. Y. OFFICE: 200 FIFTH AVENUE • OR 3-6548

# Storybook Dolls

by Nancy Ann



AMERICAN GIRL SERIES • BRIDAL SERIES • SEASON'S SERIES
NURSERY RHYME SERIES • FAIRYTALE SERIES
DOLLS OF THE DAY SERIES • DOLLS OF THE MONTH SERIES
IN POWDER AND CRINOLINE SERIES • FAIRYLAND SERIES
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DRESSED AND UNDRESSED BABIES

**NANCY ANN STORYBOOK DOLLS, INC.**

MANUFACTURERS OF STORYBOOK DOLLS

1298 POST STREET • SAN FRANCISCO 9, CALIFORNIA

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*adds a ★ New Star*

TO ITS STAR-STUDDED FAMILY
OF POPULARLY PRICED

# ALL-PLASTIC DOLLS

*for*

INCREASED SALES AND
LARGER PROFITS . . .
*feature* THE NEW DOLLS
THAT—

- WILL NOT CRACK
- WILL NOT CHIP
- WILL NOT PEEL
- THEY ARE WASHABLE
- ALMOST UNBREAKABLE
- SAVE FREIGHT — LIGHTER WEIGHT

**Be sure to see this NEW Doll creation . . . together with our completely re-styled favorites:**

LITTLE ANGEL—ANGEL SKIN—DREAM BABY—
NANCY LEE — NANETTE — NANCY —
WARDROBE TRUNKS

*At Our New York Toy Fair Display*

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Michael K. Emerson

## ARRANBEE DOLL CO.

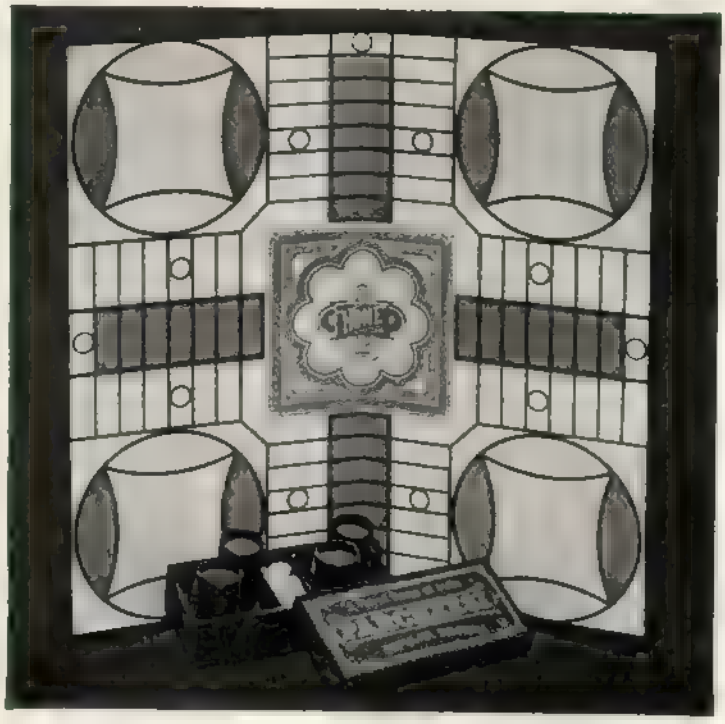
Showroom & Office: 881 Broadway, New York 3, N. Y.
(CORNER 19th STREET)

# PARCHEESI !

TRADE MARK

AMERICA'S most popular game

**STILL the LEADER and STILL a DOLLAR**



## Here is the line to buy in '49
## all nationally advertised

**ELSIE AND HER FAMILY**
**MR. REE**
**CABBY**
**CAVALCADE**
**HUGGIN' THE RAIL**
**MacDONALD'S FARM GAME**
**CARGOES**
**MR. DOODLE'S DOG**

S&R TRADE MARK

**SELCHOW & RIGHTER CO.**
**200 Fifth Avenue, New York 10, N.Y.**

Donald Duck and Mickey Mouse are two of the popular Gund Walt Disney Puppets.

### GUND INTRODUCES DISNEY "PUPPETS WITH VOICES"

Gund Manufacturing Company has launched another lovable toy sensation—Walt Disney character hand puppets with a voice. Made of moulded rubber heads and resilient fabric bodies of flannel, Walt Disney character hand puppets Squeak,

John Swedlin with Minnie

Squawk, Talk—provide hours of entertainment with the mystery voice built in. The suggested retail price is $1.19.

John Swedlin, Gund sales manager, reports that this latest venture in hand puppets is meeting with extremely successful reaction. One explanation is that Walt Disney character puppets afford everyone the opportunity to become an amateur showman. "It is the public's latent desire to own and manipulate hand puppets that has caused puppet sales to grow to such tremendous heights," said Mr. Swedlin, and further added: "With the addition of the new mystifying talking device built into every Gund Walt Disney puppet the popular response has been gratifying. Every body, of course, knows and loves the world famous Disney characters, Mickey Mouse, his girl friend Minnie, irrascible Donald Duck and the lovable pup, Pluto. Children and adults alike are finding immense pleasure in bringing to "life" the Disney character creations they have come to know and enjoy through motion picture cartoon shorts and the newspaper comic strips." A complete promotion has been planned to back up the success of the Walt Disney character Hand Puppets with voice. The material prepared for this presentation includes mat ads for local newspaper advertising, direct mail pieces, die-cut counter cards in color, which display the actual merchandise, and suggested window and interior display set-ups. Special attention has been given to the packaging. Designed with eye-appeal the self-selling cellophane window box lends itself very well to impulse buying

### NEW STORE SELLS TOYS IN NEW ORLEANS

The Tangue Supply Center has been opened by Albert O. Tangue, Jr., at 3151 Calhoun St., New Orleans, La. Featuring a large toy section, the new store started off with a bang by offering opening day prizes to attract crowds.

### NEW TOY DISPLAY BY DOEPKE

In Ohio, there is a quiet town named Rossmoyne. And, in Rossmoyne, there is a toy company—about which there's nothing quiet at all. The sales curve of the Charles Wm. Doepke Mfg. Co., Inc. has increased each year of the company's existence! Most of the success of this four-year-old organization can be credited to its products: exact working replicas of giant construction machinery. The rest of that success can be attributed to an aggressive promotion plan

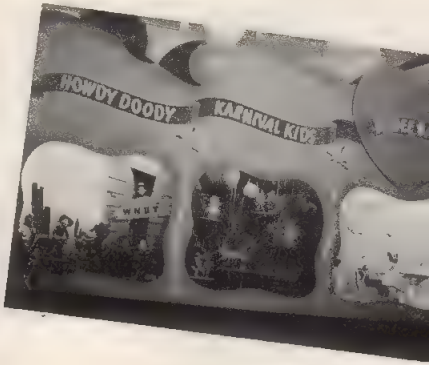
Newest Model Toys promotion is the point-of-sale display shown here. The Doepke firm's biggest problem was finding a display suitable for all its outlets—one that would attract attention in large store toy departments, but still would not take up too much space on counters of small toy shops and hardware stores. In addition, the company wanted the toys "grouped," bringing them together for related sales. It had to display all the toys from all angles and eye levels. It also had to allow the customers to handle and work the toys—an irresistible selling appeal. It had to be versatile enough to fit island tables, back counters, shelf-tops, on counters and in windows. It had to be adaptable to multiple-unit displays. It had to be light. It had to complement a strictly-quality, compact and easy to set up or knock down product. The Doepke firm believes it fits all these requirements. Currently, the display is being offered F.O.B. Rossmoyne at $13.95 ($14.75 Denver-west), and includes a Model Road Grader along with the attractive display

Earlier this year, the June 6 issue of *Life* carried a Doepke Model Toys ad, and simultaneously, counters and windows bloomed with "As advertised in *Life*" cards and displays tying the toys in with seasonal merchandise. Results are not directly traceable, but the Doepke factory received over a thousand inquiries in the week following the ad, and they report that orders poured in daily from retail outlets. Inquiries are still coming in from time to time.

This year the Doepke line of Model Toys include a Road Grader, a Crane, a Bucket Loader, an Earth Hauler, and a Concrete Mixer. It was the original intention of the firm to hold the line to four items, dropping a number and adding another each year. However, Doepke says that every toy has clearly demonstrated that it is not nearly ready to be dropped.

When the Doepke plant was built, provisions were optimistically made for the scrapping of its rear wall, and the extension of the plant. Now, with promotion needling sales all through the year, the firm reports but one worry: how far out to put the wall this time.

The new Doepke point-of-Sale display permits customer inspection.




*Effanbee*

# Decorates Showroom

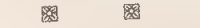
THE EFFANBEE DOLL CO., INC., has redecorated its showroom on the ground floor of the Fifth Avenue Building, New York, and here may be seen the famous "Dydee Baby" doll, which is as human as human can be; the "Honey" dolls, "Mickey," "Howdy Doody," and the "Karnival Kids."

The Effanbee Doll Co., Inc. has recently announced the acquisition of Talent Products Co., Inc. of New York City, manufacturers of Talent Puppets and Talentoon Records.

These marionettes present a new angle in the marionette field, being merchandised with intering musical and dialogue records.

Some of the characters made famous during the short time the item was on sale are: "Kilroy the Cop," "Mac Awful the Scot," "Toonga from the Conga," "Pimbo the Clown" and "Jambo the Jiver."

All of these items can be seen at the showrooms, 200 Fifth Avenue, New York City.



**Thank You**

*"If, by any chance, your circulation department has a way of notifying the writer at any time before the expiration of our subscription, we will be glad to forward check for the longest period so that we will not be out this fine pubication for any period whatsoever."—L. A. Hoeflich, assistant to vice president, Supplee-Biddle Co., Philadelphia, Pa.*

**New York Space for Factory Agents**

• The Toy Manufacturers of the U. S. A., Inc., 200 Fifth Ave., New York 10, N. Y., has appointed a committee to make a survey of the needs of manufacturers' representatives for office space in the Fifth Avenue Building or in adjacent buildings. The Association will find out, by questionnaire, how much space is needed to accommodate all manufacturers and factory agents.

**Kiddie Shop Representative**

• George Wilner, persuasive representative of Golden Books and Golden Records for the Toy Division of Simon and Schuster, Inc., will consider lines for Michigan and Ohio provided they are of interest to kiddie shops as well as toy shops. He is located at 5440 Cass Ave., Detroit, Mich.

Left: The Appleton table set features corner brace construction. Below: The Child's Rocker is made entirely of hardwood.

### TWO POPULAR APPLETON JUVENILE FURNITURE SELLERS

The accompanying illustrations showing Appleton Juvenile Furniture Company's No. 4/744 table set and No. 237 child's rocker set are typical of the extensive line of juvenile furniture manufactured by this old, established firm. Located in a large, modern plant in Appleton, Wisconsin, F. A. Meythaler, general manager, stresses that the firm has specialized in juvenile furniture for over half a century.

Made to withstand hard use by active youngsters, the Appleton table set illustrated features corner brace construction. It is made of selected hardwood and comes finished in maple or wax birch. The child's rocker is made entirely of hardwood and comes finished in maple or wax birch

The Appleton Juvenile Furniture Company has prepared an attractive, illustrated catalog of their comprehensive line of table and chair sets, small rocking chairs and other children's chairs which they will be glad to send to interested dealers.

### BILL PORTER RETIRES

It is with regret we announce to his many friends in the bicycle industry that W. W. (Bill) Porter has retired from the Murray Ohio Mfg. Co., Musselman Brake Division, as of June 1st, 1949. Bill entered the coaster brake business in 1934 as vice president and treasurer of the Musselman Hub Brake Company and continued in the brake business with the Murray Ohio Mfg Company when, in January, 1943, it acquired the Musselman Hub Brake Company. His work in the coaster brake business has been characterized by a sincere, honest and painstaking effort to afford each of his compames' customers the utmost in satisfactory service.

"In keeping with Bill's character," says the Murray Ohio Mfg. Co., "you are assured he has trained his successor to continue and offer the same courteous service our customers would have received if he were still with us. For many years, Bill and his wife have contemplated an extensive motor tour of the country of a duration that could only be taken upon his retirement. He is leaving on this trip with best wishes from all of us here at Murray Ohio and likewise, we are sure, of his many other friends in the bicycle industry."

### WM. H. MAKEPEACE, JR. JOINS KINGSTON PRODUCTS

Kingston Products Corporation of Kokomo, Ind., manufacturers of sidewalk and rink roller skates, report that they are pleased to announce that William H Makepeace, Jr., has joined the Kingston sales family, effective June 1st. Their new representative will cover the states of Indiana and Kentucky

### PATERSON WHOLESALERS

Al Neustadt & Co., 34 East 23rd St., Paterson, N. J., are progressive wholesalers who are interested in doing a bigger volume in toys and are hard at work toward the realization of that aim. They will welcome visits from salesmen representing good toy lines.

### TONI DOLL DEBUTS AT RITZ-CARLTON

R. N. W. Harris, president of the Toni Co., was host at a press reception in the Crystal Ballroom of the Ritz-Carlton Hotel on May 23rd, to introduce the new Toni Spin-curler and the Toni Doll. The doll is made by the Ideal Novelty & Toy Co., and vice-president B. F. Michtom of that firm presented to Mr. Harris the first Toni doll to come off the production line. Important officials of the Toni Co., the Gillette Co. (owners of the Toni Co.), and the Ideal Novelty & Toy Co. were present. Among those representing the latter firm, in addition to Mr. Michtom, were I. H. Bernhard and Herb Sand. Also present at the party were many leading buyers and merchandise men of top chain, beauty editors and women's page editors of newspapers, representatives of national women's magazines, etc.

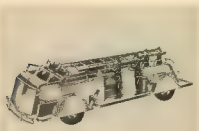
Mr. Harris announced a $2,000,000 advertising campaign to start with full pages on June 26th in 175 newspapers, and including a double spread in the July 11th issue of *Life*. During a talk on merchandising angles, it was recommended that the Toni doll be used on cosmetic counters to demonstrate the new Spin-curler. The educational properties of the doll were stressed—proper shampooing and the making of hairdos can be practiced on the doll, and a child's dexterity can be developed while playing with it. The importance of the use of nylon in an ingenious wig invented for the Toni Doll was brought out, because of the ability of the nylon to withstand frequent shampooing and waving.

A tie-up with 20th Centry-Fox in connection with their new picture "Oh, You Beautiful Doll" was explained. The forthcoming film is in Technicolor, and stars June Haver. Photos of her shampooing and waving a Toni Doll's hair will be released at the proper time.

R. N. W. Harris, left, president of the Toni Co., shows interest in the novel Toni Doll made by the Ideal Novelty & Toy Co., while Ben Michtom, vice-president of the latter firm, examines the new Toni Spin-Curler.

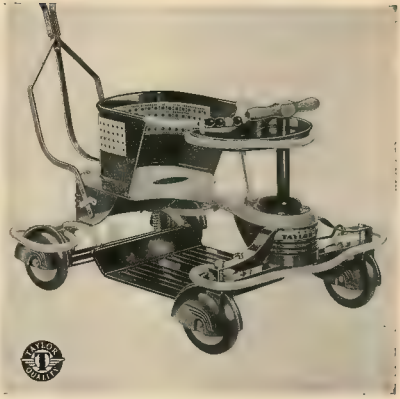
### STANLEY TOOL SET

Stanley Tools, Division of the Stanley Works, New Britain, Conn., are again offering, for the first time since the war ended, Stanley tools in sets for the Christmas season. Each set contains woodworking tools that are needed in homes and they are recommended by the firm as practical gifts for dad as well as the boys. This well known firm which enjoys an enviable reputation as a manufacturer of high-grade tools is offering the No. 890 Handyman Set with 16 tools at $19.95 complete. The set contains nail hammer, 13 oz.; zig-zag rule, 6 ft.; screw driver, 4 in.; screw driver 3 in.; bit brace; auger bit, 5/16"; hand drill; 2 drill points in envelope, try square; chisel, ½"; bench plane; level, 12 in.; saw, 16 in.; nail set, 2/32", brad awl; pr. pliers, 6 in.; sand paper, nails, screws and plan book. The set is packed in a sturdy pine chest measuring 9" wide, 5¾" deep and 24⅜" long.



### NOSCO'S FIRE ENGINE

The accompanying illustration shows the No 6385 Mechanical Fire Engine currently being featured in the growing line of Nosco mechanical toys. Retailing for only 89c, it is designed to meet the demand for a fire engine with siren and swivel ladder to sell below $1.00. This attractive Nosco toy has authentic rubber tires, steel axles and is equipped with a powerful clock-type wind-up motor that propels the truck over 100 feet at a fast clip. Added play value is provided by the movable firemen and accessories. The men and equipment can be moved in 24 different positions. Nosco Plastics have recently opened an office and showroom at 200 Fifth Avenue where their entire line can be seen on display throughout the year.

GENUINE

# TAYLOR-TOTS*

TAYLOR-TOTS today are the result of 25 years of specialization in the Baby Walker-Stroller field. They are better made, better known, and more easily sold. They set the pace with the important utility features listed below—all of them *Taylor-created:*

**Shock Absorber Springs**
Protect baby, give exceptional smoothness of operation.

**Ball Bearing Wheels**
Responsive to the slightest touch.

**Package-Carrying Push Handle**
Accommodates even largest packages.

**Stroller Attachment**
Push handle and foot rest removable for Walker use. Less weight; no interference with baby's leg action.

**Stabilized Safety Design**
Correctly balanced for baby's safety.

**Aero-Type Hooded Fenders**
Prevent splashing, add the right touch of ultra-modern streamlining.

**Positive-Acting Foot Brake**
Permits safe parking during Walker and Stroller uses.

**Complete Bumper Protection**
No scratching of furniture or woodwork.

**Jumbo Semi-Pneumatic Tires**
Wear longer; give a more buoyant ride.

**Acid-Resisting Enamel Finish**
Brilliantly glossy; resists body acids.

Standardize on Genuine Taylor-Tots. They are your one best bet for superior construction . . . for sustained volume . . . for steadier profits.

*Available in three popular models—No. P-55 shown above, No. P-45 and No. P-50

THE FRANK F. TAYLOR COMPANY

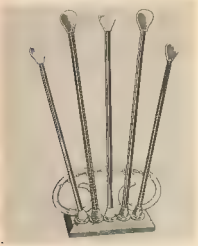
NORWOOD, CINCINNATI 12, OHIO

*Also Makers of Taylor Velocipedes*

### POPULAR SUBURBAN TOY SELLERS

The accompanying illustration shows the number 12 Work Bench currently being featured by Suburban Toy & Manufacturing Corp., 234 Columbia Avenue, Pittsburgh 29, Pa. Equipped with 10 quality finished tools in matching hard wood handles, this popular craft item features steel legs and a steel shelf for sturdiness and durability. All steel parts have safety turned edges and there are no rough edges exposed. An attraction is the hard wood vise and a 1-1/6" hard wood clear lacquered top. The legs are finished in red baked enamel, while the shelf is finished in blue baked enamel, giving a colorful effect.

Suburban Toy & Manufacturing Corp. is also featuring their increasingly popular line of Twirlit Batons. Gleaming chrome plated in regulation sizes and designs, they are popularly and accurately balanced. Their new electrically lighted baton which comes complete with unbreakable plastic ball and tip with bulbs and batteries ready for immediate use will be available in time for holiday selling. The new Twirlit electrically lighted baton is described as an



excellent number for night football games and night parades. The retail price is $2.95.

### NEW TEETERBABE STROLLER

Teeterbabe Sales Company, Division of National Production Co., 4589 B St. Jean Avenue, Detroit 13, Michigan, report widespread interest in their newly introduced Teeterbabe Stroller. Paul Barker, president of National Production Co. says, "We have long had an insistent demand from our customers, both in the trade and from thousands of mothers who have purchased Teeterbabes, to put this nursery necessity on wheels. We have done this with the Teeterbabe Stroller now ready for the market. For the dealer, we feel it has a dual sales advantage—the thousands of Teeterbabe users can double the usefulness of the jumper seat by buying the stroller base unit alone and to new prospects, seeking either a jumper seat or a stroller, the complete unit means maximum comfort and safety for baby indoor or out—in the home, in the car and on the street. Either way, it means extra sales

and higher profits."

This new stroller enables the baby to enjoy the comfort and contentment afforded by the soft spring action of the Teeterbabe while mothers will find it convenient for taking baby shopping or for walks, as well as ideally suited to moving from room to room without having to lift the baby each time.

For traveling, the jumper seat can be detached—two wing nuts do the trick—so baby can sit in it in the car; and the handle folds down for convenience in carrying in the car. The stroller base is beautifully finished in ivory enamel to match the Teeterbabe and is packed one to the carton.

### MOLDED LATEX OFFER HOWDY DOODY HAND PUPPET

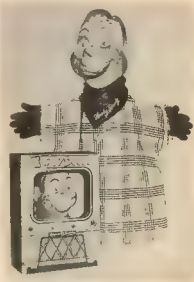
Molded Latex Products of Paterson, New Jersey, has the hand puppet rights to Howdy Doody, television's famous cowboy puppet. Molded of rubber latex, and costumed in true western style to look like Bob Smith's colorful little television star, Howdy Doody can be made to move and speak just by finger manipulation. The clever package, made to look like a real television set, has a large window "screen" for added play value.

The Playwriter "Husky."

### BLACKBOARD-DESK AND SEAT COMBINATION ANNOUNCED

Introduction of a new combination blackboard-desk and seat to retail for $4.95 has just been announced by Playcraft Products Company, Portland 13, Ore. It is available for immediate delivery. Named the Playwriter "Husky," model 500, the new model is an addition to the Playwriter line, which includes the mode, 250 and the Playwriter Jr., model 600.

Playwriter "Husky" has a 12"x18" blackboard mounted on offset steel hinges to permit the board to drop completely back, opening a full-sized box for chalk, eraser, paper, booklets and other items a child may have. It is constructed of ponderosa pine with satin lacquer furniture finish. Legs are 1¼" x1¼" and of height to provide correct sitting posture at the slanted blackboard. The box is secured to widespread tops of legs with steel braces. Chalk and eraser are supplied with the desk.



The television set package adds play value to the Howdy Doody puppet.

# The Story of Ny-Lint Toys

Bernard and Ragnar Klint "hold that pose" in front of their two-story, modern plant at Rockford, Illinois. "Barney" and "Rags", operators of Ny-Lint Tool & Mfg. Co., develop and produce a line of sturdily built action toys which have won wide acceptance in the trade.

Add a liberal dash of imagination to foresight, deft hands, engineering skill, and the toolmakers art and you can come up with a line of sturdy, quality-made toys. This, at least, is the combination of toy-making qualifications peculiar to Bernard and Ragnar Klint, operators of Ny-Lint Tool & Manufacturing Co., 1823 16th Avenue, Rockford, Illinois.

Barney and Rags, as they are more familiarly known, started their business as a tool-making firm, specializing in precision dies, forming tools, and similar specialties for a long list of top flight manufacturing firms in the Northern Illinois and Southern Wisconsin territory; but, ingenious minds can dwell on work with little glamour for just so long. Usually an irrepressible desire to make something entirely novel moves into the picture. Result: the Klints, like many others, began to direct their talents toward the development and production of action toys. Their first attempts brought to light many obstacles, yet nothing stopped the perfection and ultimate manufacture of the popular Ny Lint Car—the little action vehicle that turns corners, backs up, or parks itself. Soon after, using the same type of clever, camoperated mechanism, the Klints produced their No. 700 Lift Truck—a toy which moves forward, picks up a load, and returns to its original take-off spot.

Within the past few months, two additional action toys have been introduced to the trade. These are the No. 800 Servicycle and the No. 1000 Deliverall. Acceptance of both toys at recent trade shows was immediate. Buyers enthusiastically acclaimed them for superior construction and genuine playtime appeal at modest cost.

Ny-Lint's No. 800 Servicycle and No. 1000 Deliverall are vastly different in their design However, many of the same sturdily built mechanical features are incorporated in each. For instance, both toys fulfill the wants of buyers because the stronger-than-average motor and the large wheels enable the toys to run on a carpet. Furthermore, the spring motor, identical in both, has a free wheeling feature which permits pushing after the spring has run down

The Klints are shown in the assembly room of their plant. "Barney," left, holds the firm's No. 800 ServiCycle; "Rags" displays the No. 1000 Deliverall. Both of these action toys are the most recent additions to the company line.

Playing with the toys in this manner will not damage the motor. Distinctive, colorful lithographing on the stamped metal bodies is far "deeper" and richer than that found on most toys of comparable price.

The No 800 Servicycle is patterned after the familiar motor-tricycle used for delivery service, auto-pick-up, and police patrol. Its steering wheel is adjustable, yet holds its adjustment so that the toy can be set to run straight or to circle clockwise or counterclockwise. A clear plastic windshield, rider with jointed arms, 3 rubber wheels, and long-life, extra-strong spring motor with permanently attached key make up the other distinctive features of the toy. The Servicycle is 7¼" long, 3½" wide, and 5⅜" high overall.

Ny-Lint's No. 1000 Deliverall is a speedy, parcel-carrying toy that runs fast on a straightaway course only It has two large front wheels and a rear drive wheel, all of which are fixed. This, too, is a toy capable of running on a carpet at a good pace. A big parcel box at the front it measures 4¾" long x 3" wide x 2" deep—will carry a substantial load, and children can drive the Deliverall back and forth delivering messages, toys, etc. to each other.

This brightly-colored toy is also complete with a clear-plastic windshield and a snappy-looking rider to give it a realistic touch. It measures 10" long, 4½" wide, and 5" high overall. The Deliverall and the No. 800 Servicycle are made to retail at a suggested price of $1.49 each. Each toy is individually packaged in a colorfully printed display box.

Representatives who carry the Ny-Lint line of action toys include: Hugh D. Kenney, 1443 Merchandise Mart, Chicago, Illinois; J. Warren Wiley, 200 Fifth Avenue, New York, New York; James R. Melton, 2nd Unit—3rd Floor, Santa Fe Building, Dallas, Texas; Leo A. Scherrer, 2840 W. 93rd Street, Seattle, Washington; Ralph Heatherington, 1105 Broadway, Los Angeles, California.

**Sensational Plastic Prop**

**FOR FLYING MODELS**

Just what model builders have been looking for! New feather-weight plastic prop that is flexible, durable and really attractive. Comes in a variety of colors and sizes. New plastic ENDURANCE TYPE PROPELLERS also available. Manufacturers, jobbers, dealers, write for sample and prices.

**KAYSUN** INC. PLASTIC MOLDERS

P. O. Box 92, Manitowoc, Wis.

**TOTEM, INDUSTRIES**
716 WEST MADISON ST.
CHICAGO 6, ILLINOIS

AUTHENTIC TOTEM KITS AVAILABLE
PLEASE WRITE FOR BOOKLET



**Models Sell all Year Round...**

& **BERKELEY** is the best line of Nationally Advertised Model Airplanes and Power Boats.

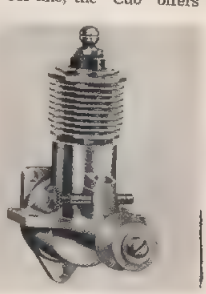
Advertised all year in Air Trails, Model Airplane News and Flying Models magazines. Write for complete information on our line, ranging from 50c to $20.00.

**BERKELEY MODELS INC.**
1407 Greenpoint Ave. Brooklyn 22, N. Y.

## New Miniature Engine

The makers of the famous OK model aircraft engines, Herkimer Tool and Model Works, enthusiastically announce the addition of a new miniature edition of the OK line. Charles Brebeck, president, revealed that his company, in response to a demand for a smaller displacement, glo-plug model, has designed and is now producing the OK "Cub."

While retaining all the precision and durability of the popular OK line, the "Cub" offers a



displacement of .049 in a 1½ ounce engine which will develop up to 15,000 rpm, using a 5½" low-pitch prop. This high-power output, on a weight ratio basis, is due to the unique patented port design which gives high turbulence, radial fuel injection and effective scavenging. Designed for either radial or lug mounting, the "Cub" is extremely versatile. Small frontal area lowers wind resistance.

The OK "Cub" opens a new field of smaller, faster model airplanes, for either free-flight or control line flying. Low priced at $5.95.

Deliveries on the new tiny engine are expected this month.


**Model R. R. Supplies**

"Dealers see your Distributors"

*CATALOG ON REQUEST*

•

**MODEL DIE CASTING CO.**
5710 S. PALOMA AVE.
LOS ANGELES 11, CALIF.



**"UNGAR-CRAFT" WOODBURNING SETS**

**Plaques & Projects for Burning**
**6-1 Burning Kits**
**Soldering Sets**

*Represented by:*

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- M. K. Boone, 1502½ Young St. Dallas
- Sam Schmitt, 1412 Merchandise Mart, Chicago
- McClellan & Sidebottom, Western Merchandise Mart San Francisco
- Jos. Frankl, 54 Drake Court Omaha
- E. B. Miller, 41 E. 42nd St. N. Y.

**UNGAR ELECTRIC TOOL CO., INC.**
LOS ANGELES 54



*Now There Are 3 "Toppers" In*

**CLEVELAND MODELS**

| | | |
|---|---|---|
| **Topper I** | **(for C-0-2)** | **$1.00** |
| **Topper II** | **(for A & B)** | **$2.25** |
| **Topper III** | **(for B & C)** | **$3.00** |

*Order from your jobber NOW*

**CLEVELAND MODEL & SUPPLY CO.**
4514E80 Lorain Ave., Cleveland 2, Ohio



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We are distributors and factory representatives for the better lines of Airplanes, Race Cars, Scale and Power Boats, Motors, Model Houses and Furniture. Immediate delivery.

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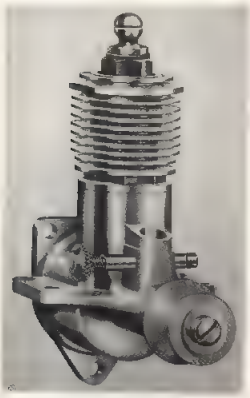
Member of Model Industry Association

## 1948 GOODYEAR RACE WINNING PLANE NOW AVAILABLE IN FLYING MODEL FORM

Just out is the 24-in. wingspan, Cleveland-designed, "Minnow" model airplane kit. It's an authentic scale replica of the real thing and may be flown with rubber, C-O-2 or miniature glow plug motors for free flight. For control line (and it is easily strengthened for control line flying) the motor choice is pretty much up to the builder. This racy-looking low winger was piloted to victory around the pylons at Cleveland Airport during the 1948 Goodyear Race event for midget racers, at the National Air Races and won a good deal of admiration from the crowd. Modelers will find it equally attractive in model form, and when finished the "Minnow" is a dead ringer for the real thing, yet is sturdily constructed and lightweight enough to help attain really good flights

The kit is of Cleveland Model & Supply Company's "It" line, meaning that it is both authentic scale and flight-engineered. It sells for one dollar. Construction is of bulkhead and stringer type, just like real planes, and it is covered with model tissue instead of fabric or sheet metal. The kit is complete except for liquids and power unit. Send 5 cents or two 3-cent stamps (to cover handling and mailing) to Cleveland Model & Supply Company, 4505-28 Lorain Ave., Cleveland 2, Ohio, for their very latest illustrated catalog of over 40 model airplane kits of many types and sizes.



The OK "Cub" opens a new field of smaller, faster model planes.

## Window Display Attracts Customers

Selling toy and model trains is a year-around business with Parker L. Starrett of Portland, Maine, whose store is located in the Congress Hotel building, and who does it by continually featuring windows such as this. The lightning strokes invite the onlooker to pass his hand before the card; the hidden cell behind starts the train in the display. Starrett also has a novel sign, appropriate to such merchandising, on the door entrance to his shop done in typical railroad sign style and which reads: "To Trains—Lionel and American Flyer Lines"

## OK "CUB" ENGINE BY HERKIMER

The makers of the famous OK model aircraft engines, Herkimer Tool and Model Works, enthusiastically announced the addition of a new miniature edition of the OK line. Charles Brebeck, president, revealed that his company, in response to a demand for a smaller displacement, glowplug model, has designed and is now producing the OK "Cub."

While retaining all the precision and durability of the popular OK line, the "Cub" offers a displacement of .049 in a 1⅛ ounce engine which will develop up to 15,000 R.P.M., using a 5¼" low-pitch prop. This high power output, on a weight ratio basis, is due to the unique patented port design which gives high turbulence, radial fuel injection and effective scavenging. Designed for either radial or lug mounting, the "Cub" is extremely versatile. Small frontal area lowers wind resistance.

The OK "Cub" opens a new field of smaller, faster model airplanes, for either free flight or control line flying. The extreme ease of starting makes the OK "Cub" an excellent engine for the beginner, as well as its low price of $5.95, which includes glow plug. Deliveries on the new tiny engine are expected in April

## NEW X-ACTO CATALOG FOR 1949

X-acto Crescent Products Co., Inc., manufacturers of X-acto handicraft knives and tools, has its 1949 catalog printed and ready for distribution. The new 16-page black-and-white catalog illustrates and describes fully each of the items in X acto's extensive line. It is of standard, 8½x11" size, with SAE punching for permanent binding. "This is not a consumer catalog," said Sundel Doniger, X acto's president. "It is for the X-acto dealers and jobbers only. In addition to the products themselves the catalog explains X-acto's Fair Trade Policy, our advertising program, and describes fully all of our point-of-sales displays and aids. By bringing our catalog up to date our distributors and dealers, and their salesmen, get a full picture of our line and the way we merchandise it."

Mr. Doniger explained that his firm was preparing other material for the consumer which would be available within the next few months. Circulars and envelope stuffers are now in preparation to supplement X-acto's national consumer-magazine advertising, he said. Dealers wishing the new catalog should write to X-acto, Advertising Department, 440 Fourth Avenue, N. Y. 16

# Peter Puppet Marionettes

JUDGING from the rush for Peter Puppet marionettes, television has created a not-to-be-overlooked interest in puppets; and Fred Cushing, assistant toy-buyer of Macy's, supports this contention: "One of the fastest moving toys this past season." This should be welcome news to department store buyers, and neighborhood shops, alike, who are always on the alert for good, year-'round items to stimulate the between-season slack.

These new popularly priced marionettes and hand puppets retail at 59c, 98c, $1.69, $1.98, etc. They have been designed by Raye Copelan, one of America's leading puppeteers and creator of TV's "Oky Doky." They are being manufactured by Peter Puppet Playthings, Inc. Peter Puppet marionettes are so simply designed that even a 3-year old child can operate them without training. There are no long strings—no complicated controls. Their simplicity of construction makes it possible to manipulate two at a time—one in each hand. The puppets are sturdily built, costumed handsomely in color-fast plaids, stripes, and solid color fabrics, and will take much abuse.

Peter Puppet Playthings, 40-10 23rd St., Long Island City, N. Y., will show dealers how to display puppets and help set up a "Puppet Corner" or Counter. They will also provide self-selling displays to keep the puppets moving out of the store every day of the year.

### Western Summer Market In San Francisco

WESTERN Summer Market will be held at the Western Merchandise Mart in San Francisco, August 1 through 6, according to an announcement by Frank K. Runyon, Mart president.

In making the announcement, Runyan pointed out that the industry's confidence in the continued growth and stability of the West has been tangibly expressed not only by the expanded $7,000,000 San Francisco Merchandise Mart buidling, but by the over $2,000,000 investment in new permanent showrooms made during the past two years by Western Mart exhibitors. He emphasized that the Western Market in San Francisco has reached maturity and while remaining a regional Market, it has gained in both national recognition and significance.

To the Mart in San Francisco over 75,000 buyer visits are made annually by dealers and buyers coming from throughout the United States, and from Canada, Alaska, Latin America, the Orient and the Islands of the Pacific.

#### Many Lines Shown

These dealers and buyers come to San Francisco to view the comprehensive showings on the nine vast display floors of the Western Mart where the lines of over 2200 manufacturers are permanently shown. These showings, unequaled at any other point in Western America, have long established San Francisco's Merchandise Mart as the home goods capitol of the West.

Showings in the seven divisions of the home goods industry . . . furniture, floor coverings, radios and appliances, gifts and housewares, toys and juvenile goods, decorative textiles and linens and domestics . . . together with the traditional and nationally renowned trade meetings will highlight Western Summer Market in San Francisco, August 1 through 6.

*James Melton (right), popular factory representative, Dallas, Texas, talks over conditions with H. Lee Treadwell, vice president of TOYS & NOVELTIES, in New York office, 200 Fifth Avenue*

*THE New York office of TOYS & NOVELTIES is a busy place. It is visited by literally hundreds of manufacturers, buyers and salesmen throughout the year. Manufacturers have "problems," buyers are seeking lines which are not advertised and which but few in the industry know anything about, and salesmen are looking for additional lines or items to represent in their respective territories.*

The New York office functions under the supervision of H. Lee Treadwell, vice president and Eastern manager, and is located in the Fifth Avenue Building, which makes it convenient to visitors in New York and to those located there.

**Well Informed**

He is one of the best-informed men in the industry on manufacturing and merchandising, since he has had a broad experience in different phases of the industry. He has bought toys, has been sales manager of a leading toy firm, has exhibited at many Toy Fairs, and has traveled among toybuyers throughout the country.

Back in 1922, when "Lee" was in the publishing business with the *Toy Department*, located in San Francisco, (later incorporated in TOYS & NOVELTIES), he decided that he would go into the toy manufacturing business, if for no other reason than to see what made it tick.

With offices in the Fifth Avenue Building, New York, "Lee" traveled the entire East and became well acquainted with toybuyers throughout the territory, and, in fact, all over America.

After 7 years of actually learning about manufacturing, selling and merchandising toys, he returned to the publishing field in 1929, becoming advertising manager of *Toy World* (also purchased by and consolidated with TOYS & NOVELTIES). With the transfer of the property, "Lee" became vice president of Toys & Novelties Publishing Company.

**Valuable Service**

He has rendered a most valuable service, not only to manufacturers, but also to toybuyers and factory representatives, many of whom visit his office throughout the year. Because of his large store of manufacturing and merchandising knowledge, "Lee" has helped many a firm and individual to a better understanding of the basic fundamentals of this industry.

Formerly secretary of the Toy Knights of America, for a number of years, "Lee" has a large acquaintance among the toy salesmen, and for this reason is able to assist manufacturers in securing the services of men best adapted for the representation of their respective lines. Moreover, he has always made it a point to assist factory representatives in securing suitable lines or items for their areas. He has felt that this function of bringing manufacturer and sales representative together for their mutual benefit and profit was a service that very properly belongs to the successful trade paper organization.

Last year he secured some assistance in his advertising activities through the acquisition of the able services of A. Frank Peace, who calls on manufacturers in the Eastern area and discusses their distribution problems with them.

**Copy and Art Service**

Later, the New York office opened a new copy and art department, under the direction of Peter J. Farmer, thus enabling it to provide a necessary and valuable service to those advertisers who do not have advertising agency service.

A similar service is also rendered by the Chicago office of TOYS & NOVELTIES under the direction of Torkel Gundel. The Chicago office is also visited regularly by manufacturers, and sales representatives, and for the same purpose as in the case of New York.

In fact, our whole organization, East, Middle West and Far West, is comprised of men and women qualified by training and long experience to give information that is practical and complete.

The magazine maintains an Information Service in connection with its annual Buyers' Guide, the oldest and largest directory of the industry, which also contains the only directory of hobbies and crafts published Published for 27 years, this big directory has become known as "the Bible of the toy industry" and is much in demand everywhere.

Due to the necessity of making way for our big Toy Fair Number of the magazine, work on the Buyers' Guide had to be sidetracked for awhile. However, it was expected that the 1949 edition would be off the press by April 1.

### NEW DENNIS MITCHELL JUNIOR SHOPPING CART

Dennis Mitchell Industries, 4424 Paul Street, Philadelphia, Pa., have just brought out the new "Junior Shopping Cart" illustrated herewith. This item is suitable for use as a toy, as a box for toys or for shopping purposes. It has a bright plated finish and is equipped with 6" rubber tired spoke wheels, 10" x 10" by 10". It is packed 12 to a carton, weighing 36 lbs.

### A VALUABLE SURVEY

Employers throughout the nation are becoming increasingly aware of the fact that, in the case of physically handicapped and older employees, their seeming disability is frequently more than offset by consistent good job performance, steadiness and reliability, as well as lower personnel turnover and a lower incidence of absenteeism. This is graphically revealed in reports from about 300 employers who were jointly surveyed by the Chamber of Commerce of the United States and the National Association of Manufacturers. The companies canvassed represent a wide variety of small, medium and large size concerns in many fields of industrial activity and business endeavor located in most of the 48 states of the Union.

The usual test applied by most of these companies in selecting employees to fill occurring vacancies is not based on age or physical factors, but rather on the ability of the applicant to do the job under consideration, the survey indicates. Business and industry on the whole are shown to be alert to the productive effort contributed by older workers, so that age is not considered a primary factor in job qualification. Most of the employers approached express general satisfaction with respect to job performance of both physically handicapped and older workers. Many companies comment favorably with reference to the stability, reliability, experience, conscientious job application, and similar characteristics which typify these workers.

According to the survey, most employers do not feel that the hiring of elder or handicapped personnel increases their Workmen's Compensation costs. Similarly, a majority of the companies report no serious effect on the company pension plans as a result. A few companies state, however, that a limit on the hiring of older workers is considered necessary in order to enable all employees to meet full pension requirements.

No serious deterrent to the hiring of employees in the older or handicapped group is presented by collective bargaining agreements, especially in the non-manufacturing field where only five out of 131 companies reported any problem in this respect. The survey, in fact, indicates a general alertness of most employers to the competence of workers in the group, when properly selected and placed, and a desire to utilize their abilities. Copies of the survey are available from the National Chamber of Commerce, Washington, D. C.

### NEW TOY IRONING BOARD OF METAL

Built of steel and featuring a Ventilated Top, a new Toy Metal Ironing Board has just been announced by The Metal Ware Corporation, Two Rivers, Wisconsin, to augment their line of housekeeping and educational toys. The new toy, built like a "grown-up" Metal Ironing Board is of re-

inforced steel construction, sturdy and double braced for extra rigidity. It is unusually attractive with the perforated steel top finished in white baked enamel, with red enamelled braces and legs.

The board size is 28"x8", perforated with four rows of holes for ventilation. Rear legs, brackets and brace are of heavy steel wire. The entire unit stands 22" high. It folds flat, easily and quickly for easy storing. Suggested retail price is $2.65. Further information may be obtained from The Metal Ware Corporation, Two Rivers, Wisconsin.

### EDUCATIONAL PRODUCTS CHRISTMAS COOKIE CUTTERS

Educational Products Company, 516 Fifth Avenue, New York 18, N. Y., has just announced its five new Christmas Cookie Cutters. They are Christmas Bells (three bells tied together with a ribbon), Christmas Tree (decorated with stars, balls, and dot and dash trimming which spells out Merry Christmas in Morse Code on the finished cookie); the Snowman (smiling face, hat, buttons, and broom), the Holly Leaves (three holly leaves, four berries); the Santa Face (smiling face, full beard, cap and tassel). Using the three-dimensional construction, the designs are imprinted on the finished cookie, simplifying the decorating process. All the Cookie Cutters are made of transparent cherry-red polystyrene, mounted on an attractive green and white card. The Cutters can "double" as Christmas Tree Ornaments, as they have a tiny hole at the top, and the design is on both sides.

### NEW ROY ROGERS RODEO MOVING PICTURE LAMP

The new "Roy Rogers Rodeo" moving picture lamp is one of the most unusual new products to hit the juvenile market this year. The popularity of merchandise with the Western motif has made this lamp a hit, not only because of its intriguing design, but also because it is a product of considerable decorative and practical value.

Heat, radiated by the lighted bulb, revolves the inner shade which consists of a panoramic series of full color action photographs of Roy Rogers and his horse Trigger. The outer shade is beautifully illustrated in four colors with a Rodeo scene. It has two viewing windows, each 2½"x4", through which the moving inner panorama may be seen. This is fascinating and entrancing to both youngsters and those young in heart. The lamp stands 17" tall and has a weighted washable plastic base in a rich natural wood design.

A companion product is the "Story Go Round" fairy tale lamp which operates in the same manner, has the same dimensions but shows different fairy tales. It comes complete with 4 easily interchangeable story strips Goldie Locks and the Three Bears, Little Red Riding Hood, Jack and the Beanstalk, Puss in Boots. This lamp appeals to a younger age group.

The entire electrical construction is approved by Underwriters Laboratories. There are no mechanical parts to go out of order. Price maintained at $3.98, (slightly higher west of the Rockies), these lamps appeal to a wide market.

Manufacturer: Pearson Industries, 540 N Lake Shore Drive, Chicago 11, Illinois.

Each lamp cartoned individually, dim. 12x11¼x12½ shipping, weight 6 lbs. each, F.O.B. Chicago, Illinois. Regular trade discounts.

Banner's Buddy and Betty

### BANNER'S NEW TRADEMARK

This trademark featuring the newly-created whimsical characters, Buddy and Betty, will soon identify the entire line of molded plastic toys manufactured by Banner Plastics Corporation, 150 Bruckner Boulevard, New York City. The three-dimension plaque pictured is featured in the company's showroom at 200 Fifth Avenue It is now being used on packaging, and will be used in advertising, catalogs, and stationery. The design is in four colors—blue, red, yellow, and green.

### STEPHANIE'S TODDLING TODDLER FEATURED ON TELEVISION

Toddling Toddler, the ingenious walking doll manufactured by Stephanie Doll & Toy Co., Inc., is being seen in action by thousands of television fans on the Pacific Coast as it appears in a weekly contest conducted by Station KTLA-TV on the popular program, Cowboy Slim. Youngsters are invited to try their skill in making Toddling Toddler walk across the television screen and prizes consisting of 20 walking dolls are awarded weekly to kiddies who excel in the easily acquired knack of making this lifelike little dolly walk. Stephanie Doll & Toy Co., Inc., is represented on the Pacific Coast by Felix Bacher, 4062 South Broadway Place, Los Angeles 37, California.

Jerry Hamburger, who is in charge of the Stephanie firm's sales with showroom at 175 Fifth Avenue, New York 10, states that in addition to their exclusive innovation, Toddling Toddler, they are displaying a full line of baby dolls. Mr. Hamburger, an oldtimer in doll merchandising is particularly enthusiastic over their selection of baby dolls that are priced to sell in the medium bracket and allow substantial profit margin.


TALLY-BELL

AMERICA'S FASTEST SELLING SPORTS TOY

Retail Price FAIR TRADED AT $2.45 West of Rockies $2.55

The original over-a-door junior basketball set that is breaking all sales records. Your customers, young and old, can't resist Tally-Bell's patented sales clinching feature—when you shoot a basket it rings the bell! Let it ring the bell for you in greater toy sales!

MIDWEST PRODUCTS DIVISION
Midwest Metal Stamping Co.
Kellogg, Iowa

Detachable Runners

FOR QUICKLY CONVERTING TO WINTER USE ALL SUCH WHEEL GOODS AS —

WAGONS . . .
CARTS . . .
SCOOTERS . . .
TRICYCLES . . .
BABY CARRIAGES . . .

. . . and for building small bobsleds for children

SALES SENSATION! Every child will want a set of these rugged runners. Priced right for fast turnover. In full production for prompt delivery. Write for catalog page and prices now.

4 TO A SET — Welded steel, painted red. Fit any size axles. Simple to apply. Packaged with illustrated instructions.

ON PERMANENT DISPLAY AT THE TOY BLDG., 200 Fifth Ave., N.Y., — S. J. BARNETT, Room 354.

APCO MOSSBERG CO.
ATTLEBORO, MASS., U. S. A.

Plastic Blue Willow Tea Set shown above retails for $2.00. Ideal also offers a $1.00 and a $3.00 retailer in this famous Chinese pattern.

### PLASTIC TOY DISH SETS IN FAMOUS BLUE WILLOW PATTERN

China's most famous design for dishes is known the world over as "Blue Willow China." This design, thousands of years old, has been copied by almost every country which makes dishes. Whenever a restaurant calls its leading course a "Blue Plate Special" it is paying tribute to the legend of the Blue Willow. The story of how the design originated is interesting and quaint. According to the ancient legend, there once lived in the Far East a haughty Mandarin whose most valued treasure was his beautiful daughter, Li Chi However, she fell in love with Chang, the gardener's son. The Mandarin was very angry and forbade Li Chi ever to cross the bridge over the moat to the gardener's cottage, or to see Chang again. The wil low trees under which Li Chi and Chang had played as children were so sorry that their branches drooped. and have ever since been known as "Weeping Willows." But young love was undaunted, and Li Chi and Chang escaped in the gardener's boat across the sea, and lived happily in a distant cottage. After they died their good spirits returned to their own land as two turtle doves, to bill and coo all day long The pattern of Blue Willow China depicts all these events

This world famous pattern has been reproduced on plastic dishes by the Ideal Novelty & Toy Co., whose showroom is at 200 Fifth Ave., New York. Even the napkins and the box in the Ideal Blue Willow plastic toy dish sets have the immortal Blue Willow pattern.

### A NEW ANIMATED SPORT TOY

Designer Marty Gilman has released a new model of the Comeback, Jr. toy called Cubby Comeback, aimed especially for the two-to-six age group, made by Marty Gilman, Inc., Gilman, Conn For use winter or summer, indoors or out, Cubby is an ideal, all-purpose, long-lasting toy that's roommate, playmate, beachmate all in one! No matter how the cubs play with it: punch it, poke it, ride it, float with it, Cubby always picks itself up, ready for more action. Gaily designed with figures of children, jumping fishes and rabbits Cubby comes in vivid colors on sturdy easy-to-clean, Vinylite Plastics. The toy is inflated and deflated like a tire tube. weighs 4 pounds and stands 2 feet high.

### GEORGE FRANK, NATIONAL SALES REPRESENTATIVE FOR MIDGET EXCAVATOR

The Midget Excavator manufactured by Poll Mfg. Co., Holland, Mich., is a sturdily built newcomer in the field of metal toys. Designed for unusual play value it has at least six play features—

1. The youngster can fill the bucket with sand, pebbles, etc. 2. Wind the crank which lifts the bucket to the top. 3 Bucket automatically spills over and dumps contents into hopper 4. A release opens door in hopper which allows sand to run down chute. 5. Close door to hopper.

6. Wind or automatically lower bucket to base of toy—then renew process.

The Midget Excavator is made of 20, 16 and 14 gauge steel with a blue and yellow baked enamel finish. It is 19" high, 11" long and 5" wide. The Poll Manufacturing Company are makers of farm machinery and the Midget Excavator was designed by Mr Poll who personally supervised the making of the dies. The retail price is $2.50 and the manufacturer is said to be offering unusually attractive discounts to department stores. George Frank, 175 Fifth Avenue, New York 10, is national sales representative.

### VACATIONS IN CATSKILLS

Miss Irma Exner, popular amanuensis at the New York office and salesroom of Selchow & Righter Company, well known game manufacturers, is enjoying a two weeks holiday at Sugar Maples in the Catskills. Miss Exner is a very busy young lady and her well earned rest should find her ready to plunge with renewed zest into the Selchow & Righter fall and holiday rush.

### NEW SELF-SEALING TAPE OF SATIN ANNOUNCED

A new self-sealing tape made of lustrous satin has been announced by Freyberg-Strauss, Inc., New York ribbon manufacturers. Called Sattex, the new tape is made of fine quality satin backed with adhesive, and is available in 15 colors, including white, pink, chartreuse, red, orchid, fuchsia, and blue.

Its uses are both decorative and utilitarian, for it may be applied equally well as a decorative package tie or as a colorful edge for closet shelving. It is also an excellent repairer. Hobbyists should find it useful as a frame for snapshots in a photograph album. Each Sattex roll is packaged in its own individual container and holds 200 inches of tape. The retail price is 25 cents.

### WHOLESALER INAUGURATES TRAVELING TOY DISPLAY

A traveling toy display as a service to retail store buyers in small towns has been inaugurated by the Leonard M. King Co., New Orleans toy wholesalers. The first "road show" given was in Jackson, Miss The touring display will completely cover Louisiana and Mississippi, Mr King has announced.

The Cubby Comeback toy may be used in either the winter or the summer.

# Stephanie Does It Again!

featuring

**TODDLING TODDLES**

THE PATENTED

**WALKING DOLL**

and

**STEPHANIE BABY**

Two outstanding Value Leaders you should know about before placing your doll commitments.

ASK *for* SAMPLES

## STEPHANIE DOLL & TOY CO. Inc.

PERMANENT SHOWROOM: Jerry Hamburger, 208 Flatiron Bldg., 175 Fifth Ave., New York 10, N. Y.

CALIFORNIA REPRESENTATIVE: Felix Bacher, 4062 S. Broadway Place, Los Angeles 37

## LESLIE-HENRY CO., Inc.

*Presents the*

**OFFICIAL GENE AUTRY**

**COWBOY MERCHANDISE**

- HOLSTER SETS
- COWBOY SUITS
- SPURS

Made right — styled right — priced right for young Cowboys and Cowgirls.

Be Sure To See Our Famous
LONE RIDER AND TEXAS STAR RANGER
HOLSTER SETS—GUNS—COWBOY SUITS
—HATS
Nothing Finer! Our Extensive Line of Cap Pistols

**LESLIE-HENRY CO., Inc.**

1107 BROADWAY - NEW YORK 10, N. Y.

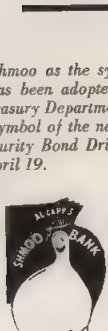
WESTERN OFFICE: M. A. HENRY WESTERN CO.
860 S. Los Angeles St., Los Angeles, Cal.

# U.S. SECURITY BONDS

## *Feature*

# "SHMOO"

*The Shmoo as the symbol of plenty has been adopted by the U. S. Treasury Department as the official symbol of the new peacetime Security Bond Drive which opens April 19.*




THE Shmoo bank is a natural toy item to tie in with this bond drive, and Al Capp, originator of the shmoo, will be the principal speaker at the official opening of the Bond Drive by President Truman.

The government will spend $16 million to promote bond sales during the drive, and the National Association of Advertisers has announced that its members will devote $45 million of their advertising appropriations during the drive, to bond sales copy and promotions—a total of $61 million already scheduled to be spent in newspapers, magazines, etc., and for radio and television. In all of this publicity, the shmoo will be prominently featured.

### Movie in Technicolor

A 2-minute movie trailer in technicolor, showing Al Capp at his drawing board designing the new bond, will be shown in nearly 18,800 movie theaters during the drive. These theaters have a seating capacity of approximately 12 million persons.

Twenty million comic books, with new and original drawings of the shmoo and other Al Capp characters, are primed for release during the drive to interest the youth of America in Savings Bond purchases.

On March 13, the first of a new series of shmoo comic strips, featuring the shmoo and Al Capp's Washable Jones, appeared in 700 newspapers. The new series is especially slanted toward children, while the Li'l Abner strip, also carrying the shmoo, will remain an adult strip.

### Point-of-Sale Displays

For point-of-sale display, shmoo bond posters will be printed and distributed by the millions, by the Treasury Department. Elaine Novelty Co., 1107 Broadway, New York 10, N. Y., manufacturers of the Shmoo Bank, distributed exclusively by Blazon, Inc., Akron 8, Ohio, is also providing Shmoo Bank posters tying in with the drive and using the theme, "Fill a shmoo bank and buy a bond." These, together with facsimiles of the bond and the official U. S. Treasury posters, will make effective point-of-sale and window displays. Since most stores will cooperate in the drive, it appears that the shmoo bank offers an ideal tie-in.

The use of the shmoo in connection with this bond drive is prompted by the desire of the government to get a greater degree of participation in savings and bond purchases by the youth of America.

Naturally, it will not commercialize its efforts through any particular product—but the shmoo bank, featured by retailers, can be an effective aid to the Treasury in encouraging American youth to save its pennies dimes and quarters and BUY A BOND.

Present licensees of Capp Enterprises, Inc., are

American Greeting Publishers, Inc., Cleveland, Ohio.—Greeting cards.
Aristocrat Leather Products, Inc. New York City. Children's wallets, etc.
Brian Specialties, Inc., New York City.—Nested Shmoo dolls.
Ceramics of Calif., Inc., Burbank, Calif.—Ash trays, cigarette holders
Canadian Art Studios, Montreal, Quebec.—Scarves and blouses.
Doughboy Industries, New Richmond, Wis.—Large inflated toys.
Fellows-Bogardus Advertising, Syracuse, N. Y.—Balloons.
Frank Paper Products Corp., Detroit, Mich Decorations.
Garland Blouses, Inc., New York City Girls' blouses
W M. Gerber & Co., Baltimore, Md —Children's clothes.
W. I. Gould & Co., New York City.—Shmoo bank.
Gund Mfg. Co., New York City.—Stuffed dolls
Harlequin Fabrics, Inc., New York City.—Ladies' scarves.
H. Fishlove & Co., Chicago, Ill.—Shmoo key rings and puzzles and magnetic Shmoos
Ideal Novelty & Toy Co., Hollis, L. I. Latex doll
Kerk Guild Co., New York City. —Molded soaps.
Linen Embroidery Co., Inc., New York City. Towels.
Mrs. Margaret Manser, New York City.—Glass figurines.
Natl. Dairy Products, New York City —Premiums
Stevana Creations, Inc., New York City.—Costume jewelry.
Thermocor Co., Inc., Erlanger, Ky.—Push toys.
Tropical Biological Supply Co., Mt. Vernon, N. Y. Seashell novelties.
United Specialties Assn., Inc., Mt Vernon, N. Y.—Push toys.
Sweetooth Candy Corp., Brooklyn, N. Y.— Marshmallows
Vanguard Corporation, Springfield, Mass. Inflated toys.
Bob Walters Candy Co., Inc., New York City. — Chocolate covered Shmoos.
Yale Belt Corp., New York City.—Suspenders and belts.
Music You Enjoy, Inc., New York City.—Records.

Handle boats with the greatest of ease!
YOU CARRY — YOU LIFT — YOU LAUNCH YOUR BOAT
with a BOAT-ROADSTER
You—alone—can lift your boat from the ground or out of the water with a BOAT-ROADSTER, and wheel it easily over sand and rain. Your boat rides smoothly in a flexible spring suspension Trailer holds road perfectly behind any car at any speed.
Built in three sizes, for boats up to 16 feet long. Sturdy steel construction Pneumatic tires. Weighs approximately 150 pounds Choice of gunwale or keel suspension. Moderately priced. See the BOAT-ROADSTER at leading marine and sporting goods dealers.
Manufactured by HOLSCLAW BROS., INC. Evansville 11, Ind.

*Note: See the BOAT-ROADSTER at Navy Pier, Booths B-9, B-10, Chicago Outdoors Show, February 4-13, 1949*

astrograph
TIME FROM MONTH TO SECOND, PHASES OF THE MOON
TUESDAY
20
JANUARY
From $95.
Ped. Tax extra
MOVADO
WINNERS OF 165 OBSERVATORY AWARDS . . . SOLD AND SERVICED BY LEADING JEWELERS ALL OVER THE WORLD

Copr. 1948 Movado Watch Agency, Inc., 616 Fifth Ave., N. Y. • 36 Toronto St., Toronto, Can.

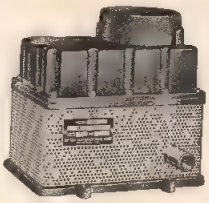

(Continued from page 234)

## SUTTON MFG. CORP.

THE SUTTON Manufacturing Corporation's line of bilge pumps, marine circulating pumps and blowers, already famous among boat men, has recently been improved by changes in design and construction which have resulted in stepped-up efficiency and dependability.

Still rated tops for performance are the Sutton Models PSA and PSM, automatic and non-automatic bilge pumps of the submerged type. Vapor proof, and guaranteed against stoppage by air-locking, these little workhorses operate on 6, 12, 32 or 110 volts, d.c., and are built to run on and on, just as long as there is current to do so. Two test units of Model PSA were submerged and ran continuously well beyond 500 hours the equivalent of several years of service, with no attention whatsoever The PSA pumps 600 gallons per hour against a head of 12 feet.

The new improved heavy-duty bilge pump, Models BPA and BPM, automatic and non-automatic, 600-gallon per hour capacity against a 12-foot head, is recommended for installation so that the motor unit is protected from water.



The Sutton bilge pump, operating fully submerged, will pump 600 g.p.h.

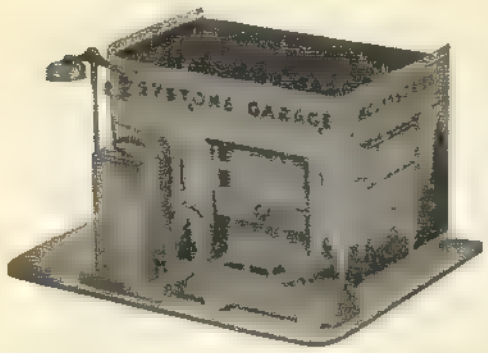
Another new Sutton product is the marine packless type circulating pump. A compact unit, Model UPV, has a shaft seal which permits mounting underneath tanks or below waterline without fear of flooding the motor Made completely of bronze, the UPV pumps anti-freeze mixtures, salt water, hot or cold water, light oils, etc Sutton also displays a complete line of marine blowers for ventilation. These and other marine accessories are cataloged by the Sutton Manufacturing Corp., Norfolk, Virginia

## FEDERAL PROPELLERS

"IF YOU WOULD really like to know what makes a superior propeller" say the producers of Federal Propellers, "stop in at booths 95 and 96 in the Grand Central Palace during the New York show. Here, in one of the most unique propeller exhibits ever staged, the engineering principles underlying the design of Equi Poise propeller are demonstrated in a manner thoroughly intelligible to the layman The display is one of the crowd-stoppers on the third floor "

## TOYS

### SERVICE STATION
**Keystone**

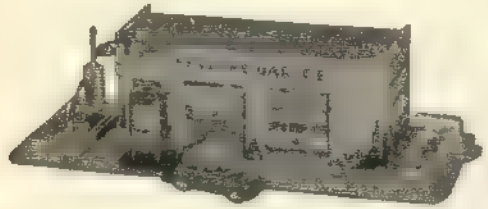



Translucent plastic gas pump with hose. Pump filled with water may be seen as the water is emptied with the rubber hose. Plastic car equipped with lifting hood, gas tank and oil drain. The car tank may be filled and the "oil" drained by operating valve under the lifting hood. Air hose reel with working hose. Lubricating rack that lifts and oil drain pan to put under the rack. Complete construction decorated, transparent corner window and two lifting entrance doors.

Made of Masonite and Tekwood. Base 8"x10". Station building 5"x8"

**No. 143** . . . . . ....Per dozen $27.60

One in a Box. Half Dozen in Shipping Container



Plastic washpit with pump for continuous stream to wash car. Plastic gas pump with real hose with operating nozzle valve to fill car. Retractable air hose reel, lifting lubricating rack and oil drain pan, one 4¾" plastic car equipped with lifting hood, gas tank and oil drain, decorated exterior walls, transparent corner window, two lifting entrance doors.

Housing and base made of Masonite and Tekwood, base 20"x9". Station 6"x12½".

**No. 154** ..... .....Each $3.90

One in a Box, Three in a Carton

Two story station with two story plastic show window in front. Equipped with elevator which works with new mechanism, no strings.

Plastic washpit with pump for continuous stream to wash car. Gas tank with panel face and real operating hose valve to fill car. Retractable air hose reel, lubricating rack with oil drain pan, one 4¾" plastic car equipped with lifting hood, gas tank and oil drain, one extra entrance door, all parts permanently attached to base.

Housing and base made of Masonite and Tekwood, base 24"x11", station 6"x18½".

**No. 181** .....Each $5.60

Completely Set Up One in a Carton

### SERVICE STATION
**Keystone**

Streamlined. Two story gas station with two story plastic show window in front. Equipped with parking meter that works with penny coin. Plastic traffic light with red and green and red and yellow that works. Larger garage with marquee. Equipped with elevator that raises with new mechanism, no strings. Extended marquees under service and elevator doors.

Plastic wash pits with pump for continuous stream to wash car. Two gas tanks with panel faces and real operating hose valves to fill car. Flood lights, retractable air hose reel, lubricating rack with oil drain pan, two plastic cars equipped with lifting hoods, gas tanks for oil drain, one extra entrance door, second floor and roof ramps. All parts permanently attached to base.

Housing and base made of Masonite and Tekwood. Base 26"x16" Station 6"x20"

**No. 192** .....Each $8.90

Completely Set Up One in a Carton

### FIRE DEPARTMENT
**Keystone**

Equipped with loud siren horn and three cars instead of two. As the crank is turned the siren horn sounds, doors may be opened and a plastic pump engine and aerial ladder and chief's car come riding out from the station released by spring action.

Pump engine has real pump and aerial ladder will extend and pivot. Water actually sprays and puts the "fire" out. When the pump engine is connected to the hydrant, the pump in the engine is operated and the same sprayed water flows back into the tank and is continually pumped. The water tank is concealed inside the fire station. Both fire station and "warehouse" made of highly colored Masonite and Tekwood, base 10"x18". Building 7"x17". Packed completely set up one per carton, weight 5 pounds each.

**No. 248** .....Each $5.60

One in a Box, Twelve in a Carton

### SUPER SERVICE MARKET
**Wolverine**

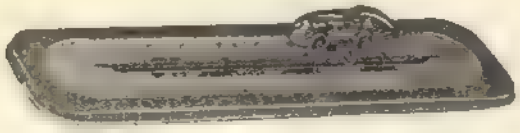
This realistic super market will fascinate youngsters! Shelves swing open to reveal a number of miniature packages—all identified with nationally known products. Separate metal counter in foreground (15⅞" long) is fully equipped with miniature scale, telephone, order pad, play money and wrapping paper with holder. Entire set is constructed of metal, lithographed in bright colors. Allover size wing to wing 31" wide, 14½" high

**No. 182A** Each $36.00

One in a Box, 12 in a Carton

## TOYS

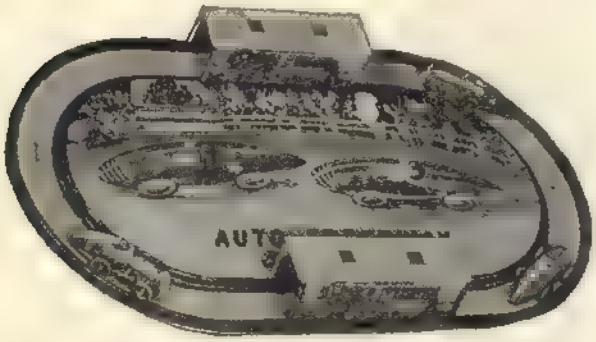
### AUTO SPEEDWAY, JR.
**Automatic Toy Co.**



A grand little toy. Beautifully lithographed Speedway in full colors on sturdy, all-metal construction. Equipped with racer which is guided by extension arm enabling it to make exciting hairpin turns. Has powerful, precision clock-like wind up motor which gives extra long run. Plenty of thrills and action in this popularly-priced toy. Attractively boxed. Size 11½x3½ in.

**No. 150** . . .. .....Per dozen $9 00
One in a Box, Three Dozen in a Carton

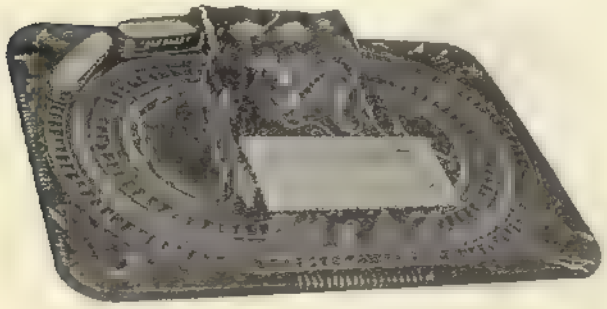
### MAGIC AUTO SPEEDWAY
**With Three Cars**
**Automatic Toy Co.**




Action-packed auto racing toy. Full color lithographed all-metal sturdy construction. Cars have powerful precision clock-like wind up motors to give long, durable service. One car races around speedway and when reaching garage, device automatically releases second car which races around the track. Cars can also be used off the speedway as racers on floor or rug. Powerful motors give them extra long run. Attractively boxed. Size 17x10x1¾.

**No. 200/3** .. . . .... .. . . Per dozen $24.00
One in a Box, Two Dozen in a Carton

### MYSTERY ALPINE EXPRESS
**Automatic Toy Co.**

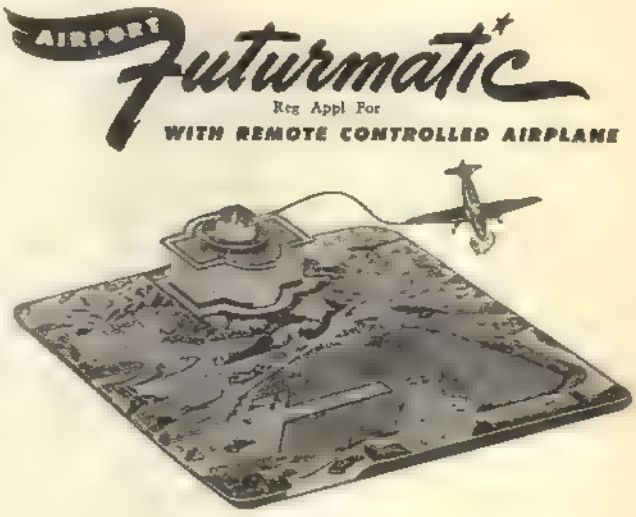


An action toy with a new twist. Consists of two car train, with precision clock-like wind up motor on front car; full color lithographed Alpine scene for background; with simulated tunnel and railroad station on all-metal construction.

Two tracks run through tunnel and station. Train rides into tunnel and mysteriously comes out where you least expect it to, on different track. Loads of fun. Size 15x21 in.

**No. 250** . . .....Per dozen $36 00
One in a Box, One Dozen in a Carton

### FUTURMATIC AIRPORT




Pilot a plane with Futurmatic control. A mechanical wonder, a twist of the control makes the pilotless plane take off, loop, bank and land.

Simple to operate. Powerful spring motor. All steel construction, beautifully embossed and lithographed in full color. Size 16x16 in.

**No. 1300** . . . .. .. ..Per dozen $48 00
One in a Box, One Dozen in a Carton

### SKY HAWK FLYERS
**Marx**

Height of tower 7¾ in., length of crossbar with two planes 17 in.

Lithographed metal tower on base in form of Airplane Pylon. The crossbar, which has an airplane on each end, is operated by a concealed clockspring motor. Planes are equipped with propellors which revolve, while racing around Pylon for a long period.

**No. 333** .....Per dozen $12 00
One in a Box, Two Dozen in a Shipping Carton

HANNA
SUITE
448
A. H. DELFAUSSE
Company
200 FIFTH AVENUE
NEW YORK 10 N.Y.
GEORGE TAFT - PIERRE DELFAUSSE

# A Smashing Sales Success

★ ★ ★

*You'll ring the bell*
*If you'll sell . . . .*

**TALLY BELL**

★ ★ ★

Most stores who sold Tally-Bell in 1948 got a big surprise—it was even hotter than they thought. Dozens of stores sold a thousand sets or more, some sold several times that amount. All are looking forward to a still bigger year on Tally-Bell in 1949, when they expect to be better prepared to cash in on its wonderful value and sales appeal. Don't fail to include it in *your* 1949 list of best sellers.

## CAUTION!

Be sure you get the original and genuine Tally-Bell. It sells better because it is better. You'll ring the bell if you sell Tally-Bell!

**AT THE**
**TOY FAIR**
**Room 638**
Hotel New Yorker

# MIDWEST PRODUCTS DIVISION

**Midwest Metal Stamping Company · Kellogg, Iowa**

BMC presents the juvenile

# CAR OF THE YEAR

SPECIAL DUO-SEAT

SPECIAL FRONT AXLE

PUSH-PEDAL

1-PIECE BODY

CHAIN-DRIVE

**THUNDERBOLT SR.** — Revolving pedals and chain drive make pumping easier; 24" wheelbase with wide 14" track prevents tipping; has 26" pedal room, 12¼" wide seat with two fibre seat pads — 39" long by 20" wide.

**Thunderbolt Jr.** is same as Thunderbolt Sr., except it has push pedal drive with no "dead center."

Here's a new toy that will score a hit with everyone in your community. . . . BMC's Juvenile Car of the Year. Manufactured by the makers of the sensational Tractor Sr. and Tractor Jr. The new BMC cars are available in four models — Thunderbolt Sr. and Thunderbolt Jr.; Fire Chief Jr. and Sr. models in red baked enamel and a bell on the hood; all have one-piece body construction. Larger and roomier than any other juvenile car now on the market, they feature the specially developed "Duo-Seat" that enables the car to grow with youngsters from 3 to 8.

**BMC Cars Offer 10 Outstanding Features, Including:**

**1-Piece Body** — rugged one-piece body and seat construction will give years of satisfactory use.

**Special "Duo-Seat"** — allows car to g-r-o-w as child grows; lower seat is for a small child and upper seat when child grows larger; no mechanical adjustment necessary.

**Rugged Construction** — sturdy, heavy gauge all-steel body resists wear.

**Big Roomy Body** — 26" of leg room; 13¼" width inside.

**Easy to Operate** — has no "dead-center"; pedals always in start position

**Smooth Riding** — 10 ball bearings in chain drive and 6 ball bearings in push-pedal models, and double-duty, puncture-proof, semi-pneumatic tires.

**Hitch for Attachment** — a real trailer hitch and four trailer attachments mean added sales.

**Baked Enamel Finish** — comes in bright, long-lasting colors.

**Special Front Axle** — exclusive, real auto spindle type construction.

**Rust Resistant** — Cryscoat treated before enameling to prevent rusting.

BMC
Hitch and Attachments
The BMC Hitch and trailer attachments are your key to added sales and profits. Offered only by BMC. Attachments are Trailer, Sulky, Fire Fighter and Wrecker
SULKY
FIRE-FIGHTER
BMC

**The only juvenile wheel toys with a complete line of attachments**

# A Banner Day

***whenever you feature Banner Plastic Toys!***

**(PTT-10) CHOCOLATE SET** — 35 Pieces. Packed 1 doz. to carton. Shopping weight 21 lbs. Color: Shell pink, pearlized. To Retail @ $1.98.

**(RS-150) REFRESHMENT SET** — 27 Pieces. Packed 1 doz. to carton. Shipping weight 22 lbs. Color: Clear crystal. To Retail @ $1.98.

**(LL-20) "LITTLE LADY" HAND-PAINTED PLAYTIME SET** — 22 Pieces. Packed 1 doz. to carton. Shipping weight 18 lbs. Color: Pure china white with pink trim. To Retail @ $2.98.

**(NO. 158) BANNER WOBBLY CHOO CHOO** — 6 — Pieces. Packed 2 doz. to carton. Shipping weight 17 lbs. Colors: 5, assorted. To Retail @ $1.00.

An Award from
PARENTS' MAGAZINE

We are proud to announce that Parents' Magazine Seal of Quality has been consistently awarded to our complete line of popular, quality plastic products.

TESTED AND COMMENDED BY PARENTS MAGAZINE

## MORE SALES...
## MORE TURNOVER...
## MORE PROFITS

Over 90 products in the current Banner line, with items and prices for *every* trade requirement. Send today for FREE catalog and price list.

BANNER Plastics CORP. New York 54, N. Y.

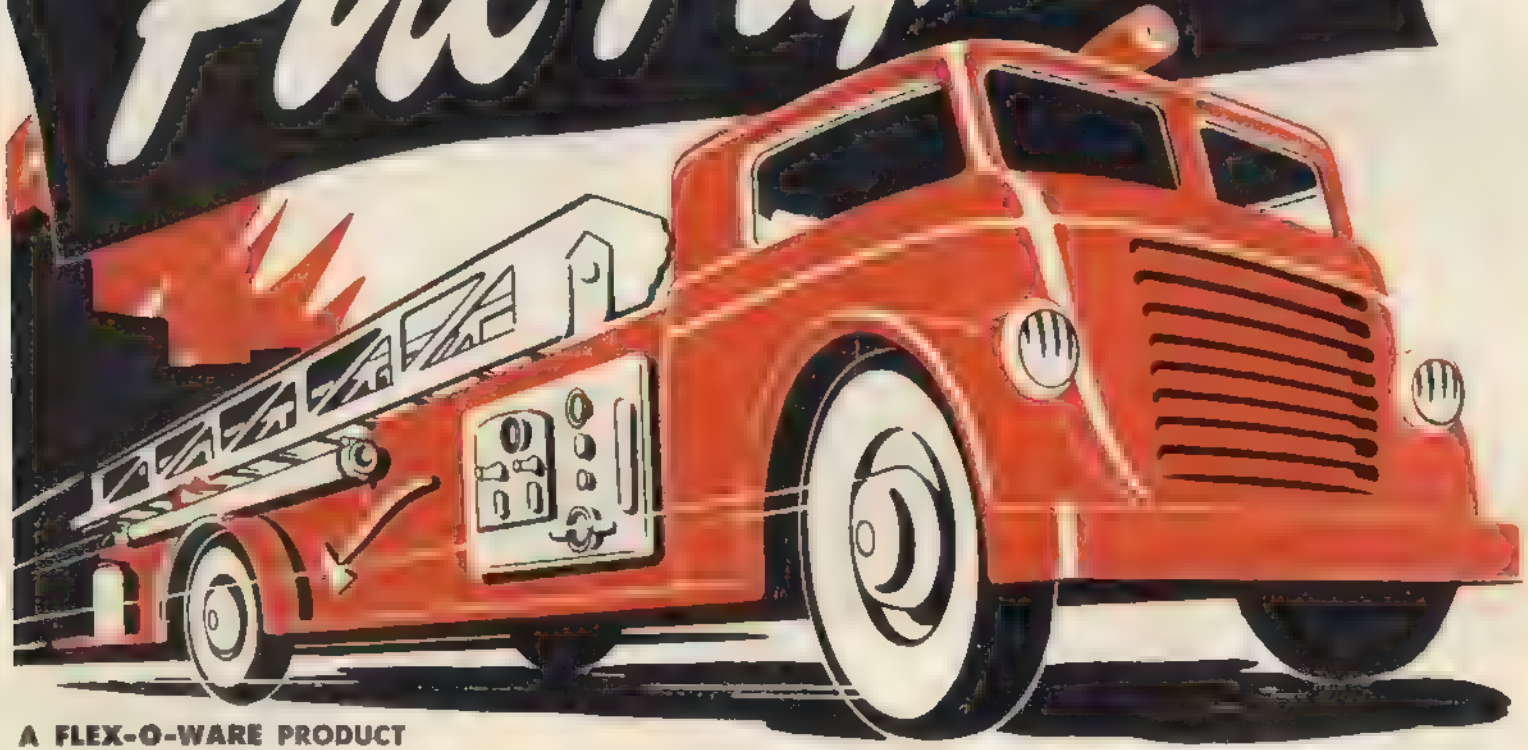
N. Y. Permanent Showroom 200 5th Ave., Rm. 513

**BANNER PLASTICS CORP.** 150 Bruckner Blvd., N. Y. 54

# Fire Fighter

WITH

# SIREN



A FLEX-O-WARE PRODUCT

**Manufactured By BW Molded Plastics, Pasadena 4, California**

**SEE IT AT THE TOY FAIR** Room 864, McAlpin Hotel, New York City

ORDER FROM YOUR JOBBER • ORDER FROM YOUR JOBBER

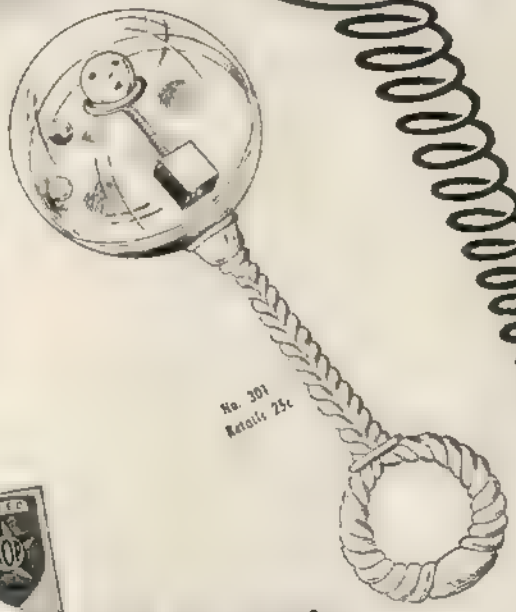
ORDER FROM YOUR JOBBER • ORDER FROM YOUR JOBBER • ORDER FROM YOUR JOBBER • ORDER FROM YOUR JOBBER

ORDER FROM YOUR JOBBER • ORDER FROM YOUR JOBBER • ORDER FROM YOUR JOBBER • ORDER FROM YOUR JOBBER

We Are Full of
SURPRISES!

For New, Exciting Toys
*in Colorful Plastics.*
*See us at* **Room 548**
FIFTH AVE. BLDG.

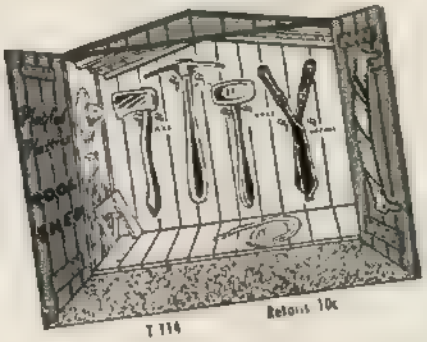
No. 309 Retails 25c



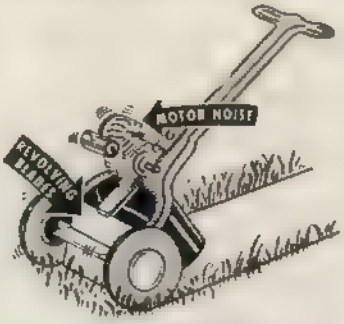
No. 301
Retails 25c

T 117 Retails 10c

PLAYFUL
Plastics
RETAIL FROM 10¢ to $2.00



T 114 Retails 10c




T 116 Retails 10c

COMMONWEALTH *Plastics* CORP. LEOMINSTER, MASS.
SHOWROOM: 200 FIFTH AVE. • NEW YORK 10 • Room 548

# EXCLUSIVE

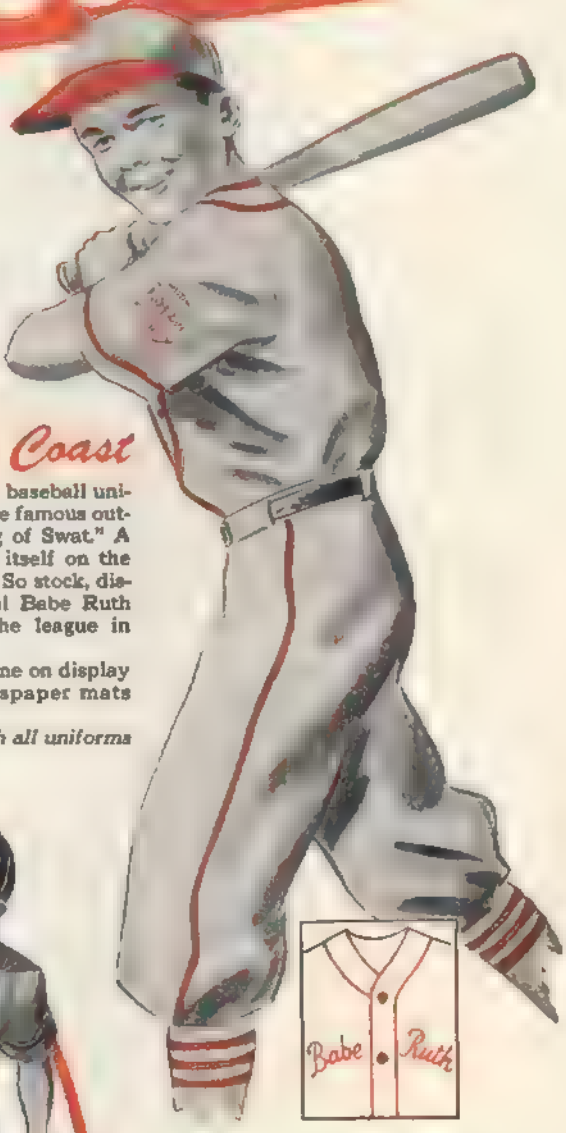
## THE OFFICIAL *Babe Ruth* BASEBALL UNIFORM

*A Sensational Sales Hit from Coast to Coast*

Here's the nation's top favorite baseball uniform; an authentic replica of the famous outfit worn by the idolized "King of Swat." A "must" for every boy, it sells itself on the magic of the great Ruth name. So stock, display, and promote the Official Babe Ruth Baseball Uniform. It leads the league in profits.

See the complete Sackman line on display at our showrooms. Free newspaper mats available on request.

*Letters and Stockings with all uniforms*



*Two Other Sandlot Favorites*

**BIG FOUR BASEBALL UNIFORM**
Cotton flannel suit. Red trimming. Sizes 4-14. Shirt, pants, belt, stockings, cap, and letters.
*Suggested retail price:* **$2.98**

**BIG FIVE BASEBALL UNIFORM**
Duvetyn suit. Sizes 4-16. Shirt and pants have two-tone braid. Felt cap with eyelets and soutache trimming. Genuine leather belt. Two-tone stockings and letters.
*Suggested retail price:* **$4.98**




OFFICIAL *Babe Ruth*
**BASEBALL UNIFORM**

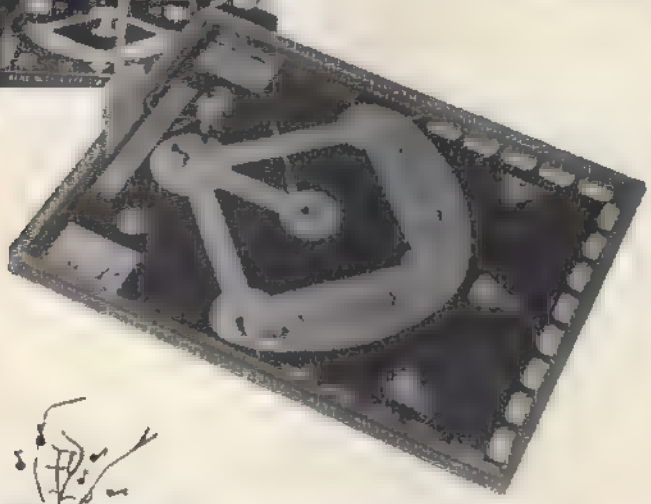
Heavy cotton flannel suit. Sizes 4-14. Shirt and pants have blue trimmings, and matching cap. Genuine leather belt. Two-tone stockings. Babe Ruth name on front of shirt; and official Babe Ruth emblem on sleeve.
*Suggested retail price:* **$3.98**

**SACKMAN BROTHERS COMPANY**
200 FIFTH AVENUE, NEW YORK 10, N. Y.
*Makers of Yankiboy Playsuits*

# TOY TOWN'S parade of TOYS and GAMES marches on to BIGGER PROFITS... for YOU!

## *Babe Ruth's Official* BASEBALL GAME

There was only *One Babe Ruth* . . . and there's only
*ONE BABE RUTH OFFICIAL BASEBALL GAME!*
All the actions and thrills of Big League Baseball.
A hit with young and old alike. Individually
packed in 200 lb. test reshipping carton.



**WINKIE** —GIANT SIZE Shatterproof PLASTIC piggie bank. Holds over $2.500 in coins. Approximately 14" long, 9" high, 8" wide. Attractive pastel colors. Metal lock and key. Individually boxed

**SQUEALIE**— has the New Look . . . now made with METAL LOCK and KEY Actually squeals with delight every time a coin is inserted! Shiny plastic in appealing colors. Individual gift box.

**PIC-A-TUNE PLASTIC UKELELE**
Handsomely decorated
Beautifully boxed.

**PLASTIC TELEPHONE BANK**
with dial that rings bell. ¾ size of actual phone. Pastel colors. Colorfully boxed.

**RAINBOW RING TOSS**—
Rings are numbered for scoring. Nests into single compact unit. Individually boxed.

**ALSO AVAILABLE:** OUR FAMOUS TEE-OFF GOLF GAME.
FOR FURTHER INFORMATION, WRITE FOR BOOKLET K.

VISIT US AT OUR SHOWROOMS DURING THE AMERICAN TOY FAIR
**ROOM 507**

***CASH IN ON THESE POPULAR SELLERS NOW!***

# TOY TOWN CORPORATION • 200 FIFTH AVENUE • NEW YORK 10, N. Y.

## RAILROAD TRACK GAUGES AND LEVELS

Freight, Second Class

INSULATED GAUGE, WITH ADJUSTABLE LEVEL AND GRADUATED ELEVATION SLIDE

Each

✚No. A397M4—Track Gauges; selected seasoned white ash; brass elevation slide; heads accurately adjusted, level glass arranged in brass tilting frame operated by thumb screw, so it may be adjusted; standard on Union Pacific R. R. .....$8.50

## RAILROAD TRACK GAUGES

HUNTINGTON GAUGE; STANDARD

Gas pipe stem; ends of heavy malleable castings, machined and assembled perfectly; two lugs at forked end, bearing flange edge of rail, secure at once true right angle.

Each

✚No. A397N—Track Gauges; lgth. overall 5 ft.; wt. ea. 12 lbs. $6.00

## CAR MOVERS OR STARTERS

Freight, Third Class

BADGER SLIP-PROOF

Toggle joint leverage provides force that will enable one man to start the heaviest all-steel 50 ton capacity car; concave spurs straddle corners of rail in inverted V shape manner, giving vise-like grip; strong malleable castings; best selected hardwood handle

Each

No. C397P—Car Movers; length 70 in.; wt. each 18 lbs.....$13.80

EXTRA PARTS

Per Pair

No. C397P2—Car Movers Square; double spurs; weight pair about ¼ lb. .....$1.00

Each

No. C397P4—Car Movers Handle; weight each 5 lbs. . ...$4.00

SAMSON

Japanned, malleable iron castings; maple handle; refined square tool steel spur, with four sharp edges, which may be removed and changed when dull.

Each

●No. C397R—Car Movers; lgth. overall 63 in.; wt. ea. 16 lbs. $13.80

EXTRA PARTS

Each

●No. C397R2—Car Movers Square Spurs; wt. each ¼ lb.....$1.00
●No. C397R6—Car Movers Handles; length 54 in.; with cast iron ferrule; weight each 5 lbs. ..... 4.30

## RAILROAD TRACK TONGS

For carrying rails and beams of all sizes.

Each

✚No. A397C4—Track Tongs; drop forged, solid steel, oil finish, length 35¼ in.; drop 14⅛ in., wt. each 19 lbs..... .....$6.50

## CROW BARS

Freight, Fourth Class

No. A397D—Crow Bars; Wedge Point; Solid Steel, Oil Finish

| | | | |
|---|---|---|---|
| Weight, Lbs. | 12 | 18 | 22 |
| Size in Square, In. | 1⅛ | 1¼ | 1⅜ |
| Length, Feet | 4½ | 5 | 5½ |
| Each | $4.10 | 5.40 | 6.60 |

No. A397D4—Crow Bars; Pinch Point; Solid Steel; Oil Finish

| | | | |
|---|---|---|---|
| Weight, Lbs. | 12 | 18 | 22 |
| Size in Square, In. | 1⅛ | 1¼ | 1⅜ |
| Length, Feet | 4½ | 5 | 5½ |
| Each | $4.10 | 5.40 | 6.60 |

Each

No. A397E1—Lining Bars; Diamond point; used by track and section men for lining up and prying rails into position; length 5 feet, weight each 18 lbs. .....$5.40

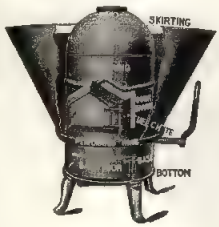
## CLAW BARS

R. M. A.

Each

No. A397F3—Claw Bars; high grade steel, treated claw and chisel; for drawing spikes from railroad ties; for ⅞ in. spikes; length 5 ft., weight 30 lbs .....$13 60

## SAND DRIERS




Used by railroads, mines, street pavers in laying asphalt pavement, etc.; the furnace uses hard or softcoal, coke or wood.

WITHOUT GRATING

Each

●No. A397J—Sand Driers; capacity 10 tons daily, weight each 836 lbs. .....$397.85
✚No. A397J4—Sand Driers; capacity 5 tons daily; weight each 479 lbs. ..... 210 00

WITH GRATING

●No. A397K—Sand Driers; capacity 10 tons daily; weight each 1039 lbs. ..... 464.45
✚No. A397K4—Sand Driers; capacity 5 tons daily; weight each 593 lbs. ..... 254.00

## SAND DRIER REPAIR PARTS

| Repair Part No. | | ●10-Ton Wt. Lbs. | ●10-Ton Each | ✚5-Ton Wt. Lbs. | ✚5-Ton Each |
|---|---|---|---|---|---|
| A397L | Skirting | 85 | $56.60 | 60 | $38.70 |
| A397L2 | —Top of Dome | 112 | 44.00 | 61 | 22.00 |
| A397M | —Top Ring | 154 | 54.35 | 82 | 26.00 |
| A397M3 | —Door Barrel | 196 | 78.20 | 92 | 31.40 |
| A397N1 | —Fuel Chute and Door | 81 | 33.00 | 73 | 27.40 |
| A397N4 | Fire Door Only | 16 | 6.40 | 15 | 4.70 |
| A397P1 | —Perforated Ring | 53 | 20 00 | 30 | 12.00 |
| A397P5 | Grate | 92 | 37.15 | 41 | 16.00 |
| A397R1 | —Shaker | 6 | 3.40 | 6 | 2.70 |
| A397R4 | —Base with Base Door | 122 | 49.70 | 53 | 22.40 |
| A397T1 | —Base Door Only | 12 | 6.80 | 7 | 3.10 |
| A397V | —Bottom Plate | 70 | 29.30 | 39 | 13.40 |
| A397W | Feet | 8 | 3 35 | 8 | 2.80 |
| A397X | —External Grating | 130 | 60.75 | 86 | 45.90 |

Open Stock

● Duluth Stock Only. ✚ For Factory Shipment Only, F.O.B. Factory.

You can count on a long, smooth run . . . bigger and better year 'round sales. Banner Plastic Toys will roll right off your counter. When the cash register starts ringing steadily, you'll say: "Banner! That's the ticket for me."

**THE BANNER LINE FEATURES EXCITING NEW ITEMS**

Fascinating miniature cars in brilliant colors with every realistic feature scaled to size. Remember, every car in this fast selling popular-priced line has moveable wheels! Every car is sturdy! Every kid loves Banner toys! Send for our FREE 1949 catalog. You'll do a top-notch, profits-in-the-bank with Banner Plastics.

**BANNER PLASTICS CORP.**

E. M. Pressner Pres

150 Bruckner Blvd., New York 54, N. Y.
N. Y. Showroom: 200 Fifth Ave., Rm. 513

PROVIDES THESE SOFT AND WOOLLY COATS FOR—

# GOLDEN FLEECE TOYS

MADE OF REAL LAMBSKIN

## *Kiddies Will Love Them on Sight!*

. . . and at the first touch, children respond affectionately to the magnetic-fluffy-downy, Golden Fleece Toy . . . A favorite immediately —and the choice of all who understand child psychology.

*"They're LUXable"*

"FLUFFY AS CAN BE WITH GENTLE LUX CARE"

NEW YORK TOY FAIR
ROOM 739
HOTEL NEW YORKER

WINCHESTER TOY COMPANY

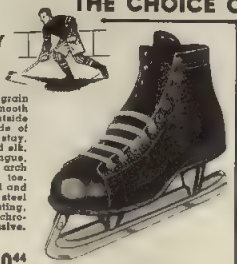
2017 SO. 63rd ST., PHILADELPHIA 42, PA.

# Alfred's ICE SKATES

by Alfred Johnson Skate Company

## THE CHOICE OF CHAMPIONS

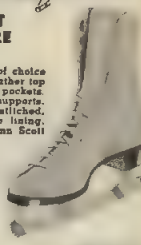
### ALFRED'S RUFFPLAY MEN'S HARD TOE HOCKEY OUTFIT



Shoe uppers of choice black, full grain cowhide—fully leather lined with smooth black kid leather. Perforated outside trim, and stitch pattern across side of shoe. Top stay, eyelet stay, back stay, and toe cap of rich burgundy tanned elk. Special two piece foot-formed tongue, with heavy blue felt lining. Built-in arch support. Double reinforced box toe. Tubes and runners both spot welded and soldered to prevent splitting. Tool steel runners fully hardened for long lasting, keen, sharp edges. Mirror finish chromium plate. **SIZES: 7 to 11 inclusive.** No half sizes.

**No. 48-35.** LIST 15.95.
Dealer's, each, **10.65.**
Less 2%, Net ..... **10⁴⁴**

### ALFRED'S BARBARA ANN SCOTT LADIES' WHITE FIGURE OUTFIT



Closed toe construction. Uppers of choice smooth white Elk Suede finish leather top facings, eyelet stays, and counter pockets. Narrow heels. Built-in steel arch supports. Heavy leather outsole—Goodyear stitched. Full drill lining. Shirling tongue lining. Long inside counters. Barbara Ann Scott tongue labels. Skates of bell type construction. Saw-teeth on front for spins and stops. Tool steel runners fully hardened—hollow ground and lengthwise honed for smooth, sharp edges. Bright Nickel plated. Each pair fully guaranteed. **SIZES: 5 to 9 inclusive.** (No half sizes—order to nearest full size.)

**No. 48-198W.** LIST 15.95
Dealer's, each, **10.65.**
Less 2%, Net ..... **10⁴⁴**

### ALFRED'S MONARCH MEN'S HARD TOE HOCKEY OUTFIT

Shoe uppers of black printed Elk Top stay, eyelet stay, back stay ankle patch and toe cap of brown top grain leather. Webb tape reinforced. Brass eyelets. Heavy felt tongue padding. Built-in arch supports. Heavy leather outsoles—McKay stitched. Sturdy reinforced box toe. Skates of tubular construction. Cups soldered to runners. Toe piece angle brackets spot welded to plates and toe piece for rigidity. Tubes and runners spot welded and soldered to prevent splitting. Too, steel runners fully hardened for long lasting keen, sharp edges. Bright nickel plated. Each pair fully guaranteed. **SIZES: 7 to 11 inclusive.** No half sizes.

**No. 48-155.** LIST 10.95.
Dealer's, each, **7.35.**
Less 2%, Net ..... **7¹⁵**

### ALFRED'S MONARCH LADIES' WHITE FIGURE OUTFIT

An exceptional value for the economy price range. Uppers are of white boarded Elk. Webb tape reinforcing. Narrow heel. Built-in arch supports. White hooks and eyelets. Soft white tongue padding. Leather outsoles. McKay stitched. Skates are of bell type construction. Saw-teeth on front of blades for spins and stops. Tool steel runners, fully hardened. Hollow-ground and lengthwise honed for smooth, sharp edges. Bright nickel plated. Each pair fully guaranteed. **SIZES: 5 to 9 inclusive.** No half sizes.

**No. 48-158W.**
LIST 10.95
Dealer's, each, **7.35.**
Less 2%, Net ..... **7¹⁵**

## Men's & Ladies' RINK SHOE SKATES

### MEN'S BLACK SHOE SKATES

Reasonably priced, high quality skates. 100% precision designed—engineered for perfect maneuverability. Black Elk roller skate shoe—full pattern. Drill lined. Imitation leather sock lining. Full double leather sole and heel—Goodyear stitched. Nickel eyelets. Shoe is attached to the semi-jumbo rink skate wheel chassis giving full floating action. Lightning fast for a perfect figure or dance. Impregnated, hardened maple wheels that grip the floor. Newly perfected light alloy metal for wearability. **SIZES: 7 to 11.** Full sizes only (order to nearest full size).

**No. 48-E488.** List 16.00.
Dealer's, each, **9.75.**
Less 2%, Net ..... **9⁵⁵**

AVAILABLE IN BLACK ONLY

### LADIES' WHITE SHOE SKATES

Amazingly low price for this high quality skate. Shoe uppers are made of genuine white elk leather. Double leather sole is Goodyear stitched. Closed toe construction. Full drill lining. Semi-long inside counters. White eyelets and hooks for quick, easy lacing. Long heavy white shoe strings. Shoes attached to the century semi jumbo rink skate wheel chassis . . . gives full floating action. Lightning fast for a perfect figure or dance. Extra large, semi-jumbo hardened maple wheels that really grip the floor. **SIZES: 5 to 9,** full sizes only.

**No. 48-E158.** LIST 16.00
Dealer's, each, **9.75.**
Less 2%, Net ..... **9⁵⁵**

### STARR BEGINNERS' ICE SKATES

### DOUBLE RUNNER "SLED" SKATES

Designed for very young children. Large safety foot plate comfortably fits overshoes (with adjustable sizing straps). Runners set wide and low for maximum safety. Web straps. Metal buckles.

**No. 48-S-718.** LIST 98c.
Dealer's, each, 65c.
Lots of 12, each, 55c.
Less 2%, Net ..... **54¢**

### "TWIN-RUNNER" SKATES

Close set double runners with formed toe and heel cups. Low center of gravity so young ankles won't turn. Fully adjustable for children ages 3 to 8 years. Web toe and heel straps. Metal buckle and tips.

**No. 48-S-728.** LIST 1.49. Dealer's, each, 98c. 12, each, 90c.
Less 2%, Net ..... **88¢**

### METAL SKATE CASE

Especially designed to carry rink skates with shoes attached. Sturdily constructed to last and last. Wood frame covered with sheet steel. Edges bound with angle steel binding. Brass plated steel hardware. Plastic handle. Beautiful color combinations. 15 x 11 x 6 inches.

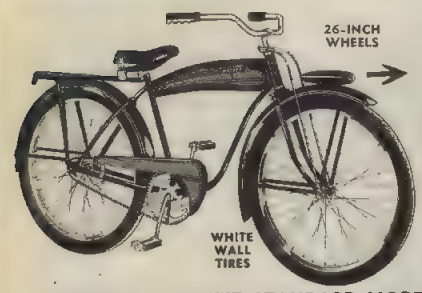
**No. 48-B-50/36.**
LIST 5.00
Dealer's, each, **3.33.**
Less 2%, Net ..... **3²⁶**

**NOTE: ALL ABOVE SKATES NOT MANUFACTURED IN ½ SIZES**

*REMEMBER TO DEDUCT YOUR 2% CASH DISCOUNT AS INDICATED*

# QUALITY BUILT ROCKET BICYCLES FOR 1949

## MADE BY THE MAKERS OF FAMOUS MONARK BIKES




### NEW 1949 ROCKET FULLY EQUIPPED MODEL

Fully equipped deluxe 26-inch bike. Heavy gauge electrically welded tubing with reinforced flush joints. Double bar "Motor-bike" style frame. Triple-plate crown tubular fork with steel insert, quick release drop out fork ends. Chrome-plated steel truss rods. Precision crank, chain and sprockets. Double-tube "Non-skid" **balloon tires.** Resilient double truss coil spring **saddle** with weather-resistant cover. Equipped with airflow style tank and built-in horn, reinforced **luggage carrier** with built-in safety reflector, enameled torpedo style **headlight,** "jewel" rear reflector, and streamlined chain guard. Mar-proof and chip-resistant finishes. 18½ inch frame . . . 26-inch wheels. Weight, 58 lbs.

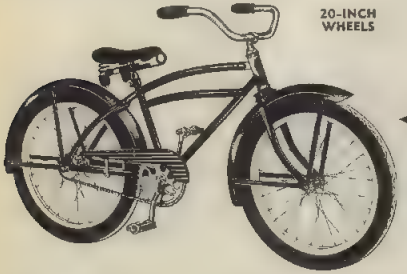
**No. 4SM 3309.** BOYS' MODEL. "Tu-tone" Forest and Sea Green, "Tu-tone" Regal Red and Gray, or Regal Red and Crimson . . . each with Ivory trim.
**No. 4SM 3319.** GIRLS' MODEL. "Tu-tone" Forest and Sea Greens, or Triumph Blue and Crimson . . . each with Ivory trim.
LIST 48.50 Dealer's, each, **40.88.** Lots of 3, each, **38.68.**
Less 2%, Net **37.91**

ALL BICYCLES MAY BE ASSORTED FOR QUANTITY PRICES

### NEW 1949 ROCKET STANDARD MODEL

Conservatively quality built economy bike with double bar "Motor-bike" style frame. Heavy gauge electrically welded tubing with reinforced flush joints. Triple plate crown tubular fork with steel insert for added strength. Quick release drop out fork ends. Precision crank, chain and sprockets. Resilient double truss coil spring saddle with weather resistant cover. Double tube "Non-skid" **balloon tires.** Equipped with modern-design chain guard and "jewel" rear reflector. Mar-proof and chip-resistant finishes. 26-inch wheels. Weight, 52 lbs.

**No. 4SM 3008.** BOYS' MODEL. Regal Red with Ivory trim.
**No. 4SM-3019.** GIRLS' MODEL. Triumph Blue with Ivory trim.
LIST 39.95 Dealer's, each, **33.27.** Lots of 3 each, **32.17.**
Less 2%, Net **31.53**




### NEW 1949 ROCKET JUVENILE MODEL

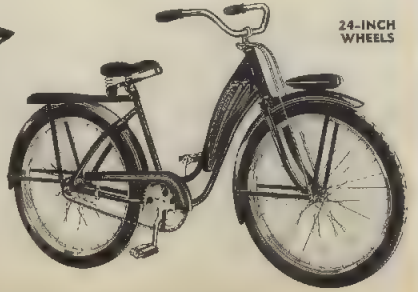
Small standard Rocket bike with 20-inch wheels and 13-inch double bar "Motor-bike" style frame. Heavy gauge electrically welded tubing with reinforced flush joints. Triple plate crown tubular fork with steel insert for added strength. Quick release drop out fork ends. Precision crank, chain and sprockets. Double tube Non-skid **balloon tires.** Resilient double truss coil spring saddle with weather resistant cover. Equipped with modern-design chain guard and "jewel" rear reflector. Mar-proof and chip-resistant finishes. Weight 43 lbs.

**No. 4SM-1009.** BOYS' MODEL. Cruiser Red with Ivory trim.
**No. 4SM-1019.** GIRLS' MODEL. Pastel Aqua with Royal Blue trim.
LIST 38.75 Dealer's, each, **32.09.** Lots of 3, each, **30.96.**
Less 2%, Net **30.34**

### NEW 1949 ROCKET DELUXE JUNIOR MODEL

Deluxe fully equipped bike with 24 inch wheels and 15 inch frame. Double bar "Motor-bike" style frame. Heavy gauge electrically welded tubing with reinforced flush joint. Triple-plated crown tubular fork with steel insert. Quick release drop out fork ends. Chrome-plated steel truss rods. Precision crank, chain and sprockets. Resilient double truss coil spring, saddle with weather-resistant cover. Double tube "Non skid" **balloon tires.** Equipped with airflow style **tank and built-in horn,** enameled torpedo-style **headlight,** reinforced **luggage carrier,** "jewel" rear reflector, and chain guard. Mar-proof, chip-resistant finishes. Weight 52 lbs.

**No. 4SM-1209.** BOYS' MODEL. "Tu-tone" Cruiser Red and Gray with Ivory trim.
**No. 4SM 1219.** GIRLS' MODEL. "Tu-tone" Triumph Blue and Gray with Ivory trim.
LIST 45.95 **Dealer's, each, 38.04. Lots of 3, each, 36.73.**
Less 2%, Net **36.00**




### NEW 1949 ROCKET STANDARD JR. MODEL

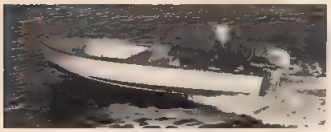
**NOT SHOWN.** Same quality construction as Deluxe Junior model except equipped with only chain guard and approved "Simsonite" safety rear reflector. 15-inch frame . . . 24-inch wheels. Weight 48 lbs.

**No. 4SM 1109.** BOYS' MODEL. Regal Red with Ivory trim.
**No. 4SM 1119.** GIRLS' MODEL. Triumph Blue with Ivory trim.
LIST 38.45 Dealer's, each, **32.58.**
Lots of 3, each, **31.55.**
Less 2% Net **30.92**



*BICYCLES ARE NOT INCLUDED IN OUR PREPAID FREIGHT OFFER*

# Two New Models for 1949 by BARBOUR



13½ ft. SKIPPER
(also an 11½ ft. model)

15 ft. VACATIONER

**Our regular 12 ft. and 14 ft. utilities, including the 14 ft. DeLuxe, also in production.**

*Write for Further Information and New Catalog.*

**BARBOUR BOAT WORKS**
New Bern, North Carolina

**Hagerty Sea Shell**
Cohasset, Massachusetts

Photo courtesy of Evinrude

## Be your own skipper!

COMPLETE K.T. $35 F.O.B. COHASSET, MASS.

Easy-to-assemble SEA SHELL kit saves you up to $100, gives you the fun of building your own boat. Perfect for yachtsmen of all ages, the SEA SHELL can be rowed, towed, used with an outboard, converted to sailing. She's light, roomy and strong, a handy auto-top boat you can take anywhere. Fully guaranteed, the SEA SHELL will furnish years of useful service.

**Your fun is cut out for you!** Pre-cut parts are of marine-approved lumber and waterproof plywood . . . . screw-fastened throughout for extra strength. Kit includes rust-proofed screws, oarlocks, seam compound, full-scale plans, complete instructions . . even a wooden construction frame.

Length—8 ft. Beam—4 ft. Depth—16 in. Weight—65 lbs.

No special tools or skills required

Sail your own Sea Shell! Sailing conversion kit includes cut-to-fit parts and all hardware needed to convert your Sea Shell for sailing. Perfect for learning, the Sailing Sea Shell has proved a popular sailing class. She's safe, steady and responsive, lively enough to thrill even an old sailor. Send for SEA SHELL sailing craft & accessories catalog and information now available.

**Hagerty** 13 Border St., Cohasset, Mass.
- ☐ Send free booklets, name of nearest dealer
- ☐ Send SEA SHELL kit, freight collect. Enclosed is $35.
- ☐ Send Sailing Conversion Kit. Enclosed is $35.
- ☐ Send ready-to-use Sail. Enclosed is $25

Name . . . . . .
Address . . . . . .
City . . . . . State . . . . .

# WE'RE ON THE GO EVERY DAY

We've never been busier installing farm telephones than in the past few years. Today more farm people have telephones than ever before.

Since the war we've added more than a million telephones in rural areas served by the Bell System. To add this record number in little more than three years took a lot of everything. A lot of manpower. A lot of new rural pole lines—enough to circle the world three times. And a lot of wire—nearly 500,000 miles of it.

And we're still at it every day.

**BELL TELEPHONE SYSTEM**

Freight, First Class

## COLT REVOLVERS

### OFFICERS MODEL TARGET

**Built on the Heavy .41-Caliber Frame**

When it's "ready on the firing line!" it's the Officers Model for 10-ring accuracy. Fast crisp action, comfortable grip, perfect balance.

Colt Embedded Head Cylinder eliminates possibility of split cartridge heads. Adjustable stippled sights. Checked walnut stocks. Non-slipping hammer, trigger and backstrap. Blued finish.

**For Regular or High Speed Ammunition**

| Revolvers, Nos. | P3236T8 | P3236T6 |
|---|---|---|
| Caliber | .38 | .22 |
| Length Barrel, In. | 6 | 6 |
| Length Overall, In. | 11¼ | 11¼ |
| Weight Each, Oz. | 36 | 38 |
| Mfg. List, Each | $75.00 | 75.00 |

### OFFICIAL POLICE

**.38-Caliber Special**

**Built on the Heavy .41-Caliber Frame**

Dependable and accurate when split-second decisions are important—rugged enough to stand up under severe abuse—smooth precision action. Law enforcement departments insist on this revolver.

Positive Safety Lock prevents accidental discharge. Fixed type stippled sights. Checked stocks. Checked trigger and hammer spur. Blued finish.

**For Mid-Range, Regular and High Speed Loads Including 38-44**

| Revolvers, Nos. | P3236N5 | P3236N6 |
|---|---|---|
| Length Barrel, In. | 5 | 6 |
| Length Overall, In. | 10¼ | 11¼ |
| Weight Each, Oz. | 33 | 34 |
| Mfg. List, Each | $66.00 | 66.00 |

## COLT AUTOMATIC PISTOLS

### SUPER .38

**.38-Caliber Automatic**

Ever-dependable side-arm of big game hunters and explorers—designed for hard-hitting power. Patterned after the famous Colt .45 including the same safety features. Fixed type, stippled sights. Arched housing Checked trigger and hammer spur. Checked stocks. Blued finish.

Mfg. List, Each

No. P3236R—Pistols; magazine capacity 9 cartridges; length barrel 5 inches; length overall 8½ inches; weight each 39 oz.. .$65.00

### GOVERNMENT MODEL .45

**.45-Caliber Automatic**

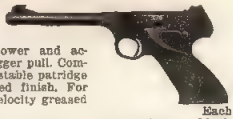
Respected throughout the world for its extreme power and absolute reliability for many years official sidearm of the United States Army, Navy and Marine Corps—the most famous automatic pistol in the world Fixed type, stippled sights. Arched housing. Checked trigger and hammer spur. Checked stocks. Blued finish.

Mfg. List, Each

No. P3236C—Pistols; magazine capacity 7 cartridges; length barrel 5 inches; length overall 8½ inches; weight each 39 oz.....$65.00

## COLT AUTOMATIC PISTOLS

### WOODSMAN TARGET



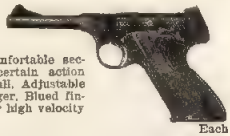
**.22 Cal. Long Rifle**

Combines balance, feel, power and accuracy with smooth, crisp trigger pull. Comfortable checkered grip. Adjustable patridge sights. Grooved trigger. Blued finish. For regular, high speed or high velocity greased cartridges.

Each

No. P3236WT—Pistols; magazine capacity 10 cartridges; 6-inch barrel, 10½ in. overall; wt. 33 oz. .....$70.00

### WOODSMAN SPORT



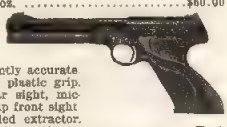
**.22 Cal. Long Rifle**

Dressed for sport with comfortable secure, checkered grip. Fast, certain action with smooth, crisp trigger pull. Adjustable patridge sights. Grooved trigger. Blued finish. For regular high speed or high velocity greased cartridges.

Each

No. P3236WS—Pistols; magazine capacity 10 cartridges; 4½-in. barrel, 9 in. overall; wt. 31 oz. .....$60.00

### WOODSMAN MATCH TARGET



**.22 Cal. Long Rifle**

Perfectly balanced—consistently accurate. Fast, crisp trigger Checkered plastic grip. Fluted barrel. Glare-proof rear sight, micrometer click adjustment—ramp front sight Automatic slide stop. Concealed extractor. Blued. Regular or high speed cartridges.

Each

No. P3236WM—Pistols; magazine capacity 10 cartridges; 6-inch barrel; 10½-inches overall, wt. 41 oz. .....$85.00

### EXTRA MAGAZINES

Each

No. P3236M—Magazines; for Colt Woodsman Target, Sport or Match Target Automatic Pistols .....$4.00

## BERETTA AUTOMATIC PISTOLS

### 25-CALIBER

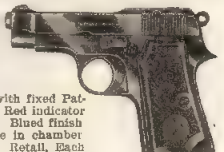
**Internationally Famous Imported Automatic Pistol. Uses any American make cartridge. Famous 5-second take-down. Officially proof-marked with year of manufacture.**

Lightweight and compact, with fixed type sights and plastic stock. Thumb safety Blued finish. 9-shot capacity with cartridge in chamber.

Retail, Each

No. P3236K1—Pistols; magazine capacity 8 cartridges; 2½-inch barrel, 4½ inches overall; wt. 14 oz . .....$40.00

### 32-CALIBER



**Internationally Famous Imported automatic pistol. Uses any American make cartridge. Famous 5-second take-down. Officially proof-marked with year of manufacture.**

Lightweight and compact, with fixed Patridge sights and plastic stock Red indicator exposed shows firing position. Blued finish 9-Shot capacity with cartridge in chamber

Retail, Each

No. P3236K3—Pistols; magazine cap 8 cartridges; 3½ in. barrel, 5⅝ in. overall, wt. 24 oz. .....$48.00

## COLT CONVERSION UNITS

**For Converting the Colt.38 or .45 Automatic Pistol to Caliber .22**

Designed for owners of the Colt Government Model Automatic Pistol—makes economical target shooting possible—provides an excellent practice arm for new shooters. Unit parts are easily interchanged without use of tools.

Mfg. List, Each

No. P3236W—Conversion Units ..... $40.00

Entire Page, One in Box

# SMITH & WESSON REVOLVERS

Freight, First Class

22 MASTERPIECE TARGET

38 MASTERPIECE TARGET

## *Most Modern Target Revolvers Ever Designed*

**Ribbed Barrel**—More weight up front—finer balance.
**"High-Speed" Hammer**—Wide, deep-checked spur—rapid-fire.
**Anti Backlash Trigger**—Absolutely positive action.
**Short Cocking Action**—Easier, faster handling.
**Sights—Plain Patridge front**—S. & W. micrometer click rear, adjustable for windage and elevation.
**Stocks**—Checked walnut with S. & W. monogram—grooved tangs and trigger.
**Ammunition**—Any .22 caliber rim fire, short, long or long rifle cartridge.

Each

No. P3235K22—**Revolvers;** .22-caliber; 6-inch barrel; 6-shot; overall 11⅛ inches; blue finish; weight loaded 38½ ounces .....$65.00
□No. P3235K24—**Revolver;** with 4-inch barrel, otherwise same as No P3235K22 ..... 65 00

## 38/44 OUTDOORSMAN

A well-balanced, high-grade .38-caliber revolver built on a heavy .45-caliber frame. Dependable action and comfortable, well fitting checked stock grip.
**Sights**—Patridge front—square notch rear, adjustable for windage and elevation.
**Stocks**—Checked walnut with S & W monogram grooved tangs and trigger.
**Ammunition**—.38—S & W Special Mid Range. S & W Special. S & W Special Super Police, S & W Special Hi-Speed, Colt Special and Short Colt.

Each

✚No. P3235H0—**Revolvers;** .38-caliber S & W Special; 6½-inch barrel; 6-shot; overall 11¾ inches; blue finish; weight 41¾ oz. $77.00

## 357 MAGNUM

**Greater Shock Power Than Any .38, .44 or .45 Tested**

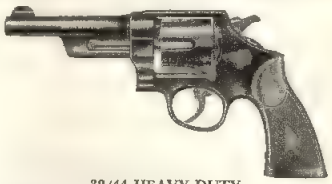
Magnum frame—checked top and grooved front and rear straps. Chrome-nickel cylinder. Checked hammer thumbpiece. Grooved trigger with glass-hard point. Standard target sights. Checked walnut stocks with S & W monograms. 6-Shot. Blue finish.
**Ammunition**—.38—S & W Special Hi-Speed, S & W Special, S & W Special Super Police, S & W Special Mid Range, Colt Special—and S & W .357 Magnum

| Revolvers, Nos. | ✚P3235M5 | ✚P3235M6½ |
|---|---|---|
| Length Barrel, In. | 5 | 6½ |
| Length Overall, In. | 10⅜ | 11⅞ |
| Weight, Ounces | 42½ | 44½ |
| Each | $100.00 | 100.00 |

**Ribbed Barrel**—More weight up front—finer balance.
**"High-Speed" Hammer**—Wide, deep-checked spur—rapid fire.
**Anti-Backlash Trigger**—Absolutely positive action.
**Short Cocking Action**—Easier, faster handling.
**Sights—Plain Patridge front**—S & W micrometer click rear, adjustable for windage and elevation.
**Stocks**—Checked walnut with S & W monogram—grooved tangs and trigger
**Ammunition**—.38-S & W Special, Special Super Police, S. & W Special Mid Range, Short Colt and Colt Special.

Each

No. P3235K38—**Revolvers;** 38-caliber S & W Special; 6-inch barrel, 6-shot, overall 11⅛ inches; blue finish; weight loaded 36 oz $65.00



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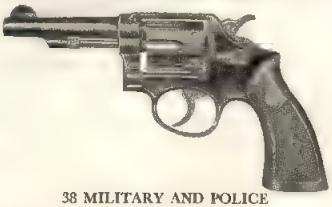

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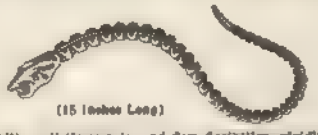

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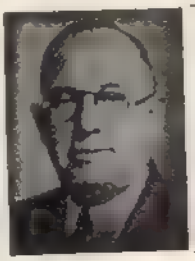

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### TOMMY HENRICH

The Clinch Model, full size, four finger glove; sturdy tan colored cowhide, full welted, full leather lined; hand formed deep set pocket; jute felt pad; roll leather bound, open laced wrist, laced back; adjustable laced ball trap. Solid tunnel; oiled.

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Large size top quality tan cowhide leather; full welted seams, streamlined curved fingers; hand formed pocket; felt padded; hinged heel; horsehide lining; roll leather binding; adjustable large solid tunnel, leather thumb trap; third and last finger laced, leather laced wrist; oiled.

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The Clinch Model; medium size four finger glove; tan colored glove leather; jute felt pad; hinged style heel; half leather lined; adjustable laced ball trap; solid tunnel laced back; flat binding; leather laced wrist; not oiled

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Large size; tan colored cowhide leather; full welted seams; streamline design curved fingers; felt pad; hinged heel forms deep well pocket; full leather lined; roll leather bound and leather laced wrist; adjustable tunnel; leather thumb trap; back finger laced; oiled.

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### BUDDY ROSAR

Scoop model catchers mitt; best selected tanned cowhide deep hand formed grease set ready broke pocket; palm oiled; "ball lock" web of leather lace; multiple seam curved finger construction; adjustable wool shearling protector; hand sewed full felt pad, hand formed; roll leather binding; leather laced edges

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### WALKER-COOPER

Half banded scoop model catchers mitt; selected heavy tanned cowhide; deep hand formed grease set ready broke pocket; palm oiled; figure eight web leather lace; with adjustable wrist strap; hand sewed full jute pad; imitation binding; leather laced edges.

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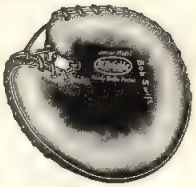

### BOB SWIFT

Half banded scoop model catchers mitt; deep hand formed grease set ready broke pocket, palm oiled; standard back button lap fastener; cowhide palm; sheepskin back; hand sewed full jute pad; imitation binding; laced edges.

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# "OL RELIABLE" BASEMENS' MITTS

### EDDIE WAITKUS

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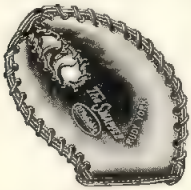

### RUDY YORK

Full size basemens mitt; made from selected mitt tanned cowhide; lined with sheepskin; one piece palm and thumb; deep snare pocket, full oiled; lock type web, heavy lace leather; two piece curved back, adjustable wool shearling strap; full sewed jute pad; leatherette binding; laced edges.

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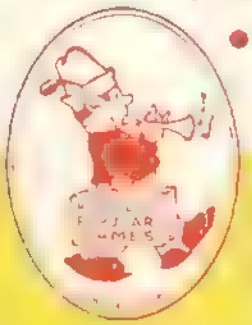

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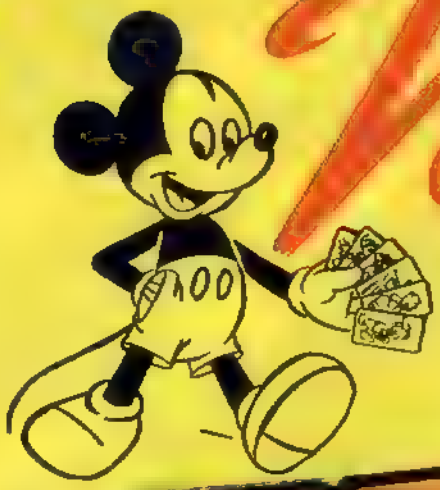

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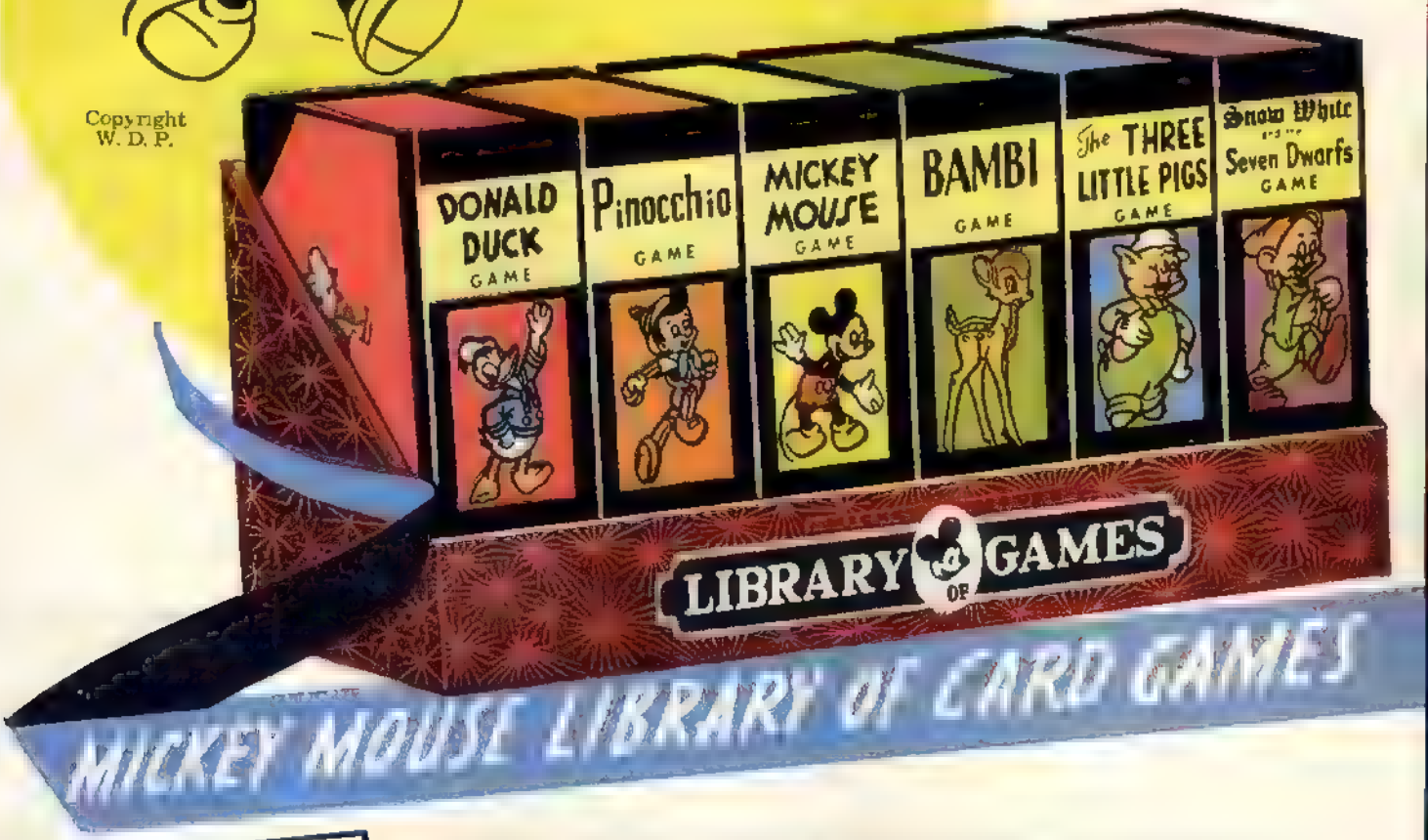


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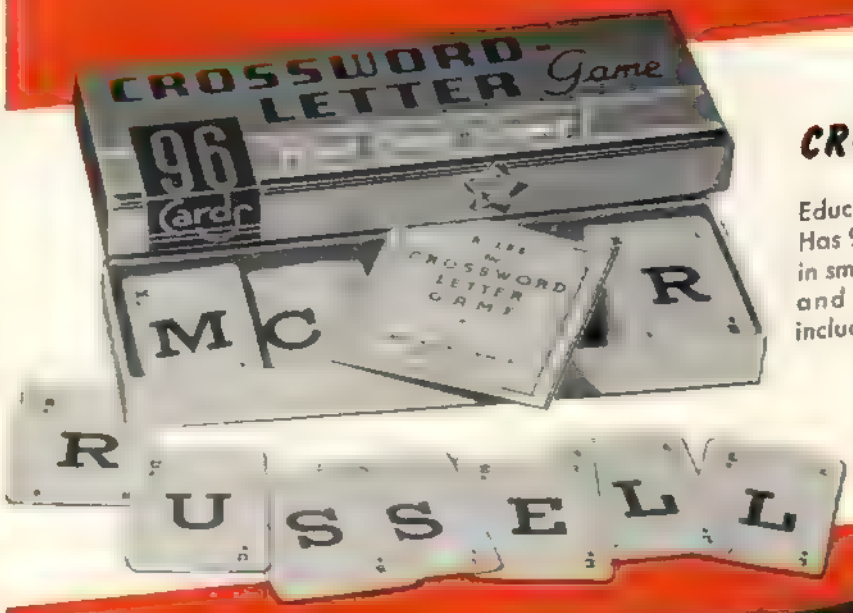


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Size 2¾" x 7¾" x ¾"
25 lbs. to 6 doz. carton.
To retail at **39¢**

### No. 229
### CROSS NUMBER

New game hit for from 2-7 players also solitaire! 192 triangles arranged on 48 different cards; each triangle printed with a number. 52 wooden counters, 13 each of 4 colors. Score in multiples of 5 by matching colors and numbers. Fascinating, different!

Size 2¾" x 7¾" x ¾"
20 lbs. to 6 doz. carton.
To retail at **49¢**

Be sure to see the complete line of RUSSELL games at
**THE TOY FAIR**
Rooms 601-603, Hotel McAlpin

RUSSELL'S POPULAR GAMES TRADE MARK

# RUSSELL'S *Games and Toys*

RUSSELL MANUFACTURING COMPANY • LEICESTER, MASSACHUSETTS

IT'S ATOMIC!
IT'S NEWS!
SEE IT...HEAR IT
...SIGNAL WITH IT
BUCK ROGERS
SONIC RAY
25th CENTURY SIGNAL LIGHT
$1.98
BATTERIES
B-Z-Z-Z-Z
B-Z-Z-Z-Z
ARE SELLING SONIC
RAYS for you
REGULARLY

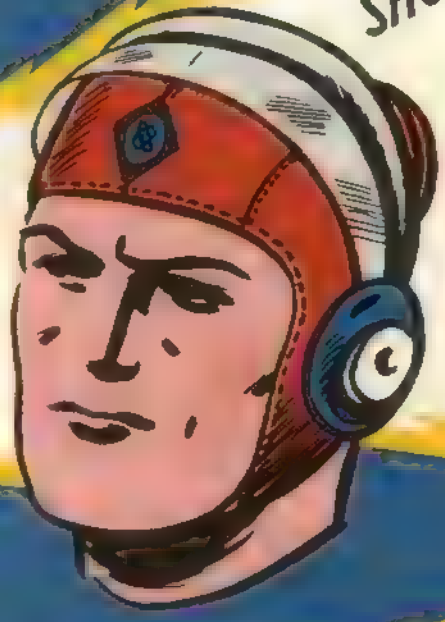
**BUCK ROGERS** teams up with the hottest news story of this century—to bring you the **SONIC RAY** 25th Century Signal Light

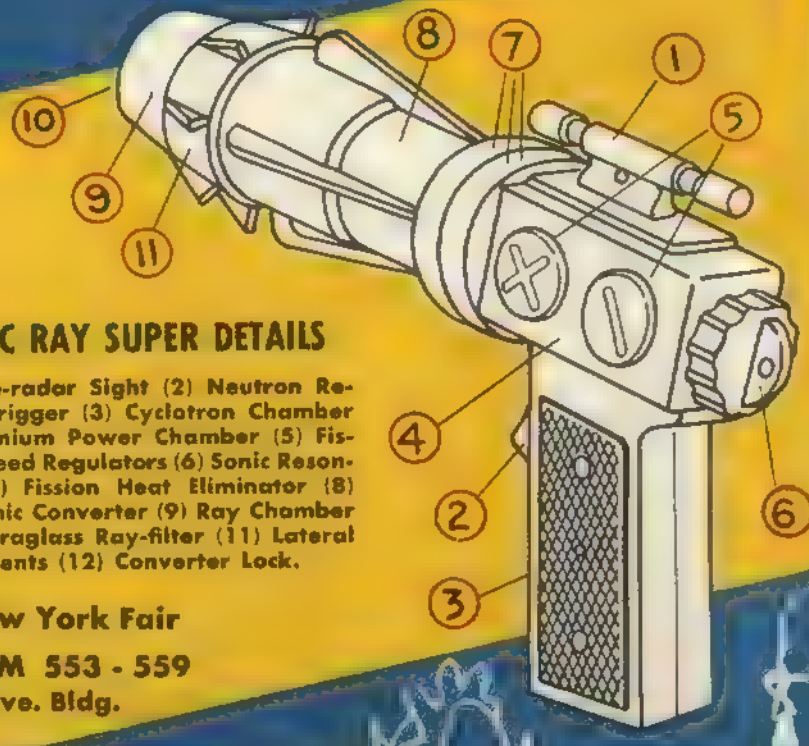
A RED-HOT MONEY-MAKER

SHOOTS A POWERFUL PIERCING RAY THAT YOU SEE, HEAR, FEEL!

DELIVERS DANGER-WARNING HIGH FREQUENCY B-Z-Z-Z

INCLUDES MYSTIFYING BUCK ROGERS MORSE CODE






**SONIC RAY SUPER DETAILS**

(1) Tele-radar Sight (2) Neutron Release Trigger (3) Cyclotron Chamber (4) Uranium Power Chamber (5) Fission Speed Regulators (6) Sonic Resonator (7) Fission Heat Eliminator (8) Electronic Converter (9) Ray Chamber (10) Duraglass Ray-filter (11) Lateral Flash Vents (12) Converter Lock.

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ROOM 553 - 559

5th Ave. Bldg.

**the TALK** of AMERICA'S BOYS & GIRLS

$1.98 plus tax

COMMONWEALTH UTILITIES CO.

61 East 8th St. Chicago 5

# Nosco DOODLE-BUG midget racer

THE NOSCO DOODLE-BUG is the authentic midget racer in the mechanical toy field. Nothing was spared in making Doodle-Bug a truly deluxe large scale racer, packed with appeal for children in a wide age range; yet it is popularly priced. Doodle-Bug is a colorful replica of the real midget racers. Special rubber tires have genuine racing tread. Supercharged with powerful clock-type wind-up motor, this sensational racer runs at high speed over 100 feet and is also equipped for tether racing. Give the Nosco Doodle-Bug the inside track and get your toy department in the winner's profit circle.

NOSCO TOYS ARE "SELL ENGINEERED"

CATALOG NO. 6381

Molded in red, blue and yellow. Driver and trim in contrasting colors. Windsh eld, clear. Rubber tires. Size: Overall length 10", width 5½", height 4½". Attractive package

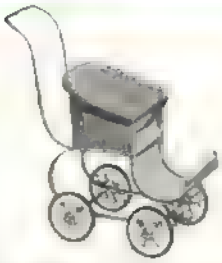
VISIT NOSCO'S
NEW YORK
OFFICE and SHOWROOMS
200 FIFTH AVE.
And See The Entire Line of Toys
That Are "SELL-ENGINEERED"

NOSCO PLASTICS, Erie, Pa., U. S. A.
CUSTOM MOLDERS OF BETTER ENGINEERED PLASTICS

# South Bend offers—

# 19

## different models



**2 models of Doll Strollers**—Beige colored fibre with 7" x 8½" seat; folding type with 8¾" x 8" leatherette seat.

**7 models of Folding Doll Beach Carts**—Body sizes 19" x 9¼" to 26¾" x 14"; handle ht. 24" to 30", leatherette in variety of colors; aluminum finish gear.

**6 models of English Doll Coaches**—Body sizes 22" x 11¼" to 26½" x 13¾"; handle ht. 26½" to 30½", variety of colors, aluminum finish gear.

**4 models of Fibre Doll Carriages**—Body sizes 18" x 9" to 22" x 10½", handle height 23" to 27". Beige, pearl and blue colors with woven decoration.

Send for new 12 page catalog.

South Bend Toy Mfg. Co.
South Bend 23, Ind.

75th year

COMMENDED by PARENTS' MAGAZINE

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*South*—Louis Williams & Co., Nashville, Tenn.
*Midwest*—South Bend Toy Mfg., So. Bend, Ind.
*So. Calif. & S. W.*—Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, Calif.
*No. Calif.*—Standard Toy Agencies, 718 Mission, San Francisco, Calif.
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SOUTH BEND Toys

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# GORDON'S
## *Famous*
## HEALTH RIDER and GYM SETS

☆

**GORDON TOY MFG. CO.**
WILLARD and AMBER STREETS
PHILADELPHIA, PA.

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# DECORATIONS AND NOVELTIES

Party Hats and Horns
for
Hallowe'en, Christmas,
New Year's, Easter, Patriotic
and Any Day

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*Watch Libby*
for
Complete Line of
**BABY DOLLS**

LIBBY DOLL & NOVELTY CO. INC. Baby Elaine

*With* RUBBER ARMS *and* LEGS

ALL BETTER TYPE DOLLS RETAILING AT POPULAR PRICES

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TIMELY TURNABOUT
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**TIMELY TOYS, INC.**
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## KAYSAM INTRODUCES

# *3 New* Latex JOY TOYS

WINKY the CLOWN

DUKE the DUCK

SNITCH the RABBIT

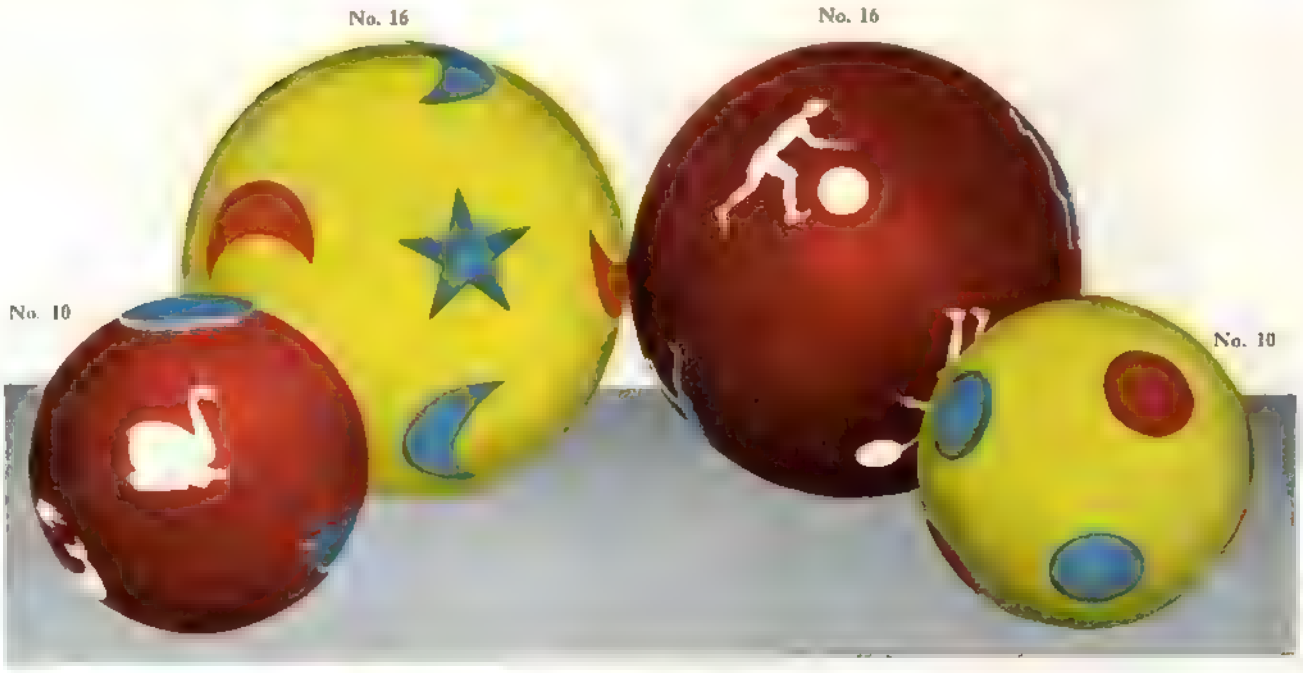
**D-8 ASSORTMENT**

3 doz. JOY TOYS
(with free display)

Toys illustrated are only part of the KAYSAM line. See your wholesaler or write direct for further information.

## MOLDED LATEX PRODUCTS, Inc.
## PATERSON 3, N. J.

See the Molded Latex Toy Fair Exhibit, Room 626, Hotel New Yorker




# The *New* JOY BALL

## *sparkling with brilliant-color decoration*

An eye-stopper!! Vivid contrasts in color give the JOY BALL unbeatable new sales punch.

Molded of rugged seamless latex by the patented KAYSAM process, the JOY BALL has the high bounce that only natural rubber provides. It is practically indestructible and can support an adult's full weight without breakage. The unique valve of the new model No. 16 permits easy inflation by mouth to a big 16" diameter. There are no annoying bulges to mar its perfect roundness. Popularly priced and attractively packaged —the new JOY BALL is truly the ideal playball for every season. Your sales will prove it!

The No. 10 JOY BALL JR. is the same but smaller (10" diameter) — especially suited for the younger child.

## MOLDED LATEX PRODUCTS, Inc.

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# DESIGNED TO MAKE

*your profits climb!*

***NOTE THESE SALES MAKING FEATURES***

*SIX* large, beautiful rooms, decorated in full color - simulated carpets, tile and walnut wall panels with built-in shelves, cabinets, etc., and reproductions of actual paintings. Baked lacquer finish.

**All steel construction**

21" Wide, 14½" High, 10¼ "Deep

Packed ½ doz. to carton

Appr. wght. 33 lbs.

Usual trade discount

F.O.B. Camden, N. J.

**SUGGESTED RETAIL PRICE**

**$3.49**

***WITH FURNISHINGS $5.98**

Meritoy CORP.

**222 Quincy Street, Boston 21, Mass.**

*Sales Representative,* DAVID H. FABER, *Toy Bldg., 200 5th Ave., N. Y. 10, N. Y.*

# FOR STEADY VOLUME AND *sure Profits!*

Merltoy Metal Cart

**Sturdily built,**
**handsomely finished,**
**attractively priced**
**to outsell all others**

**Suggested retail price 69c**

Packed 12 to a carton: Appr. Ship. Wght. 16 Lbs.
Standard Trade Discount. F.O.B. Boston

Body 6" x 11½" x 1½". Rolled edges. Painted wood handle. 3" Steel wheels. Swivel Front.

SALES REPRESENTATIVE
DAVID H. FABER
TOY BUILDING
200 FIFTH AVENUE
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Merltoy CORP.

222 Quincy Street, Boston 21, Mass.

# Announcing *Model* Toys *Point of Sale Display*

***A Dramatic Product Presentation to promote a Basic Stock Item***

33" long; 11" wide, 25" high Weight, 16½ lbs. shipping weight 22½ lbs. Built of durable Appalachian Poplar, We tex plywood frame Brilliant, non-chip, 3-coat lacquer finish, colors matching toy colors exactly!

PRICE: $13.95, F.O.B. ROSSMOYNE, OHIO — DENVER WEST — $14.75 (Display Includes 1—No. 2006 Road Grader)

Designed to take full advantage of every known principle of modern display . . . then thoroughly tested in actual store installations! Showmanship and salesmanship have been combined with design and color to produce startling results: more toys sold . . . and faster! Surprisingly economical when figured on the basis of results obtained. Above all, the display is an insistent reminder that *Model* Toys are *quality* Toys!

LIGHT

COMPACT

EASY TO INSTALL

DURABLE

BUILT FOR EYE APPEAL

*Model* CRANE

*Model* EARTH HAULER

*Model* CEMENT MIXER

*Model* BUCKET LOADER

*Versatile!* *In Windows,* stops passers-by . . . makes them enter store!
*On Island Tables,* provides 360° vision of toys!
*On Counters,* makes shoppers *buyers!*
*On Back Shelves,* never "gets lost" . . . brightens back shelves!
*In "Theme" Displays,* blends in with other promotional set-ups . . . *commands* attention, yet never "hogs" attention.

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| Mr. Joseph J. Barnett<br>200 Fifth Avenue<br>Room 559 and 553<br>New York 10, N.Y. | Mr. Hugh D. Kenney<br>1443 Merchandise Mart<br>Chicago, Illinois | Mr. Ken Roberts<br>Western Merchandise Mart<br>1355 Market Street<br>San Francisco 3, California | Mr. Wm. A. Yarborough<br>Atlanta Toy Mart, Inc.<br>84 Tenth St., N.W.<br>Atlanta, Georgia | Factory Direct |

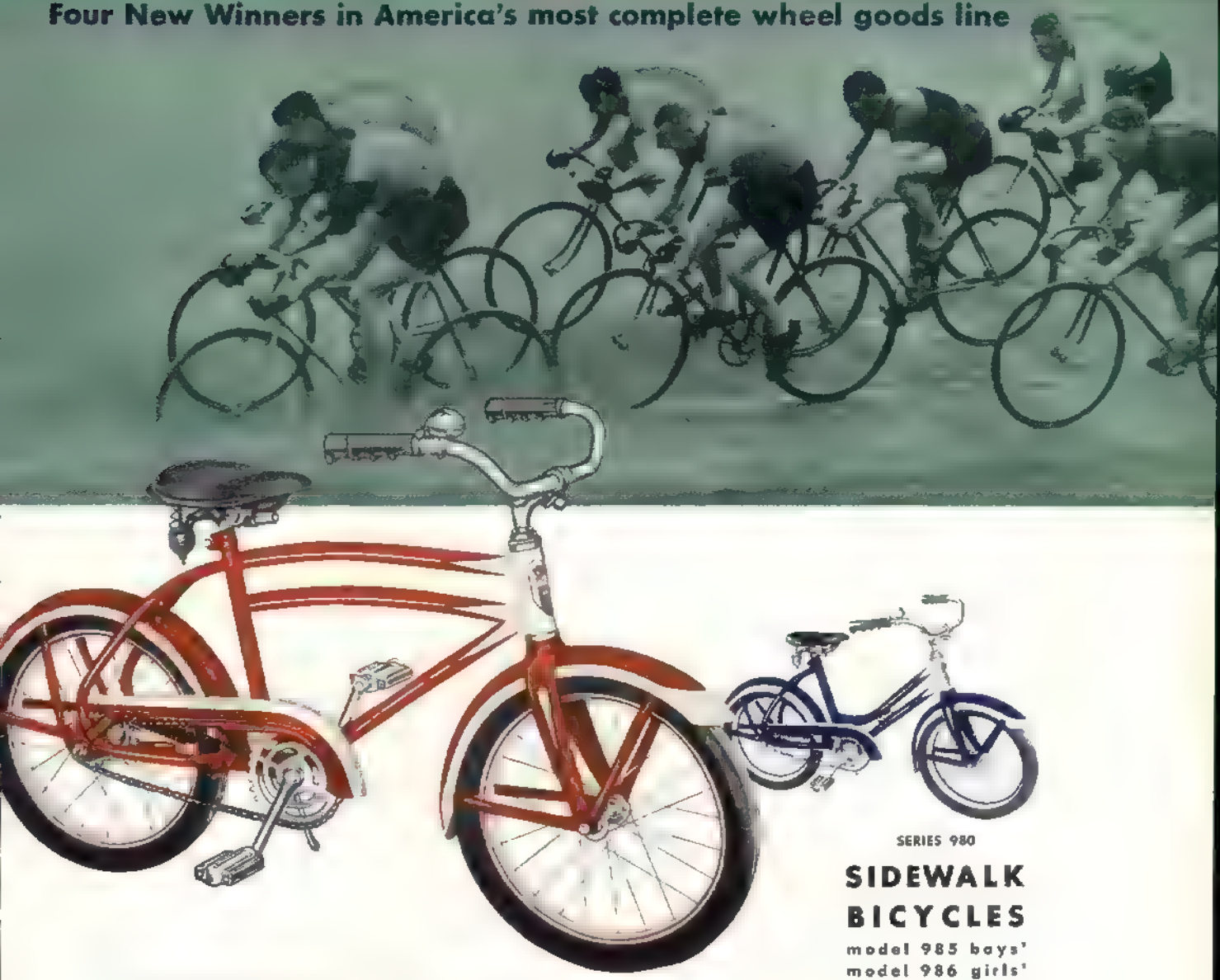
*The Basic Line*
WITH ONLY GOOD NUMBERS

Model TOYS

**THE CHAS. WM. DOEPKE MFG. CO., INC. • ROSSMOYNE, OHIO, U.S.A.**

# Big Bicycle Quality in Sidewalk Size

**Four New Winners in America's most complete wheel goods line**



SERIES 980

## SIDEWALK BICYCLES

model 985 boys'
model 986 girls'
*(as illustrated)*
PACKED SET UP

Every youngster from 5 to 8 will pick PAL every time . . . and so will his parents . . . because PAL Sidewalk Bicycles have that big-bicycle quality, big-bicycle performance, big-bicycle look.

It's a fact that PAL Sidewalk Bicycles really are big-bicycle designs scaled down to kiddie size. Just think of features like these—New Departure coaster brake. . . . Diamond ½" pitch roller chain. . . . Torrington No. 1 Junior handle bar. . . . 16" full ball-bearing wheels with rust-proof tangent bicycle spokes. . . . Plated kick stand built into frame.

There may be bigger bicycles than PAL, but there aren't any finer.

**Models 981 and 982 with riveted spokes** *(not illustrated)*
To satisfy price-conscious buyers, there are the Model 981 Boys' Sidewalk Bicycle, and the Model 982 for girls. Thus PAL brackets the market, cinching every sale.

**Pal**

see next page

# Pal

## America's Most Complete Wheel Goods Line

every style . . . every size . . . every price

## 21 Superbikes

Everything you need to please every hopper . . . 7 models, 3 sizes each, 15 riveted spoke velocipedes, 6 tangent spoke velocipedes. Every one a high-precision beauty.

Maroon and White

990 12" Front Wheel
991 16" Front Wheel
992 20" Front Wheel
1¾" Tires

Fire Engine Red and White

970 12" Front Wheel
971 16" Front Wheel
972 20" Front Wheel
1⅛" Tires

Maroon and White

950 12" Front Wheel
951 16" Front Wheel
952 20" Front Wheel
1¾" Tires

Persian Blue and White

940 12" Front Wheel
941 16" Front Wheel
942 20" Front Wheel
1⅛" Tires

Fire Engine Red and White

920 12" Front Wheel
921 16" Front Wheel
922 20" Front Wheel
1¾" Tires

Chinese Red and White

910 12" Front Wheel
911 16" Front Wheel
912 20" Front Wheel
1¾" Tires

Fire Engine Red and White

900 12" Front Wheel
901 16" Front Wheel
902 20" Front Wheel
1⅛" Tires

## The Chief

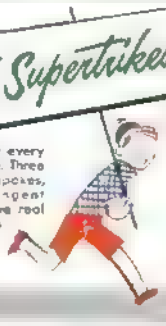
A true Fire Station Cruiser. No competition. Nothing else like it. Another example of PAL leadership. Siren, gong bell, rubber reflectors and rider hand-rails make "The Chief" irresistible.

White and Fire Engine Red

930 12" Front Wheel
931 16" Front Wheel
932 20" Front Wheel
1¾" Tires

## 5 Superbikes

Satisfaction for every taste and purse. Three have riveted spokes, two have tangent spokes. All have real bicycle chain drives.



958 20" Front Wheel
16" Rear Wheels
Chinese Red and White
1⅜" Tires

947 16" Wheels
Maroon and White
1¾" Tires

945 16" Wheels
Persian Blue and White
1¾" Tires

936 14" Wheels
Maroon and White
1¼" Tires

934 14" Wheels
Fire Engine Red and White
1" Tires

## 2 Automobiles

925 Torpedo Roadster
Chinese Red and White

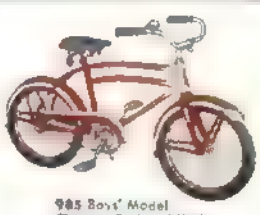
935 Fire Chief
Fire Engine Red and White

Here's where PAL super-quality speaks the loudest! These handsome sidewalk bicycles steal every eye catch every sale. Two models have riveted spoke wheels, two have tangent spoke wheels.

## 4 Bicycles

982 Girls' Model
Persian Blue and White
16" Wheels—16x1.75 Tires

981 Boys' Model
(not illustrated)



985 Boys' Model
Chinese Red and White
16" Wheels—16x1.75 Tires

986 Girls' Model
(not illustrated)

"America's Best"—without a dissenting vote! And you, too, will agree when you see the newest models.

## Baby Walker

[redacted] and Ivory

975 Berkshire Blue and Ivory

976 Tuscan Tan and Ivory

Products of [redacted] La Porte, Indiana

# CADACO-ELLIS GAMES

FOTO ELECTR C FOOTBALL

# SPORT LEADERS!

- **FOTO-ELECTRIC FOOTBALL**

  Best-seller in the football field! Spectacular electric Play-Viewer shows every play in motion.

ALL-STAR BASEBALL

- **BAS-KET**

  Real Basketball in miniature. Now more popular than ever! Shoot the ball from any position on the Court.

- **ALL-STAR BASEBALL**

  Largest selling baseball game on the market. Stars of the American and National Leagues bat exactly as they do in the real game.

BAS KET

- **VARSITY**

  Top-seller for years! Based on official football records, every play has the same chance as on the actual gridiron.

- **FOTO-ELECTRIC BASEBALL**

  Watch the Pitch! See every play in action on the sensational electric Play-Viewer.

**CADACO-ELLIS—*Originators of Games***

Merchandise Mart
CHICAGO, ILL.

Room 407—280 Fifth Ave.
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# CADACO-ELLIS GAMES

## TOP-OGRAPHY

- TIME TESTED FAVORITE!
- FOR AGES 8 TO 16 YEARS . . . 2 TO 6 PLAYERS.

Retail Price . . . $2.50

## ACTION . . . ACTION . . : ACTION!

- Sales Action for YOU . . . Fast-moving Fun for Juniors!
- Race with Time on a Peg-map of the U. S. A. Spin the Alphabet Disc to find the starting Letter. Invert the Timer and while the sand runs, peg-in as many places beginning with the Letter indicated at time allows.
- Cities . . . Rivers . . . Lakes . . . National Parks . . . All are on the TOP-OGRAPHY map. It's a grand scramble with the whole United States for a playground.
- Tops in competitive fun, TOP-OGRAPHY is a time-tested favorite.

**CADACO-ELLIS—*Originators of Games***

Merchandise Mart
CHICAGO, ILL.

Room 607 — 200 Fifth Ave.
NEW YORK

*Another*

# SAUNDERS

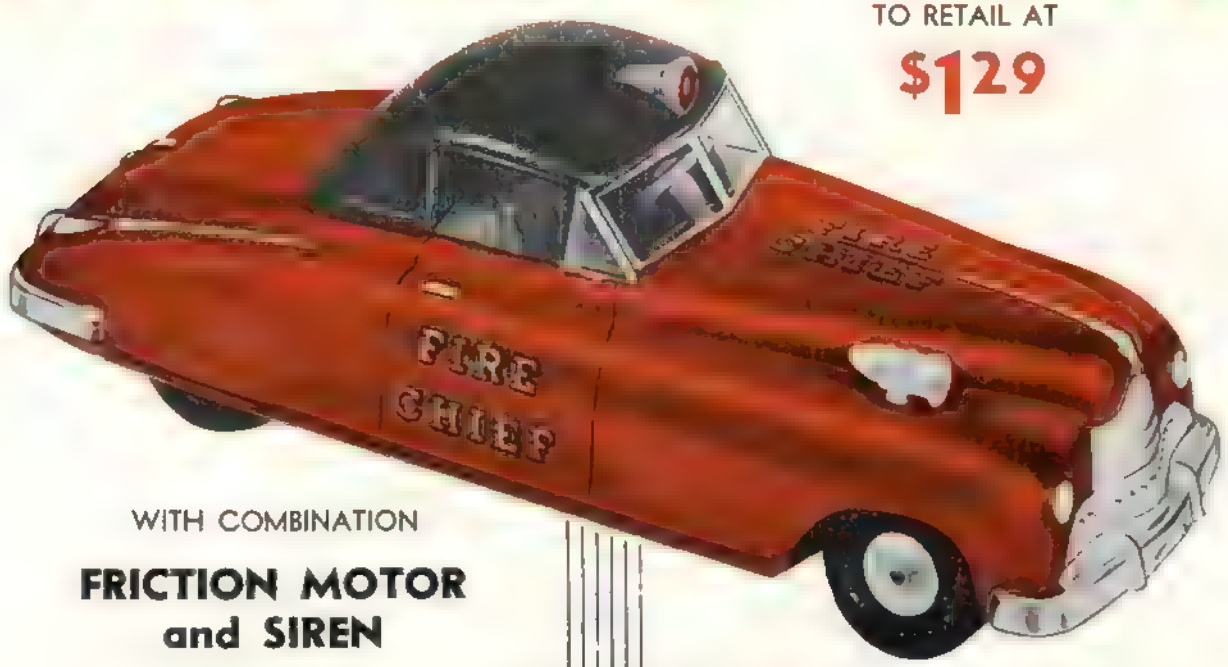
*First!*

## IT'S RED HOT

# FIRE CHIEF CAR

TO RETAIL AT

**$1.29**




WITH COMBINATION

**FRICTION MOTOR and SIREN**

*Saunders is Always First in ideas and Quality!*

MANUFACTURED BY

**SAUNDERS TOOL & DIE CO.**

500 RATHBONE AVENUE

AURORA • ILLINOIS

ADDRESS ALL COMMUNICATIONS TO

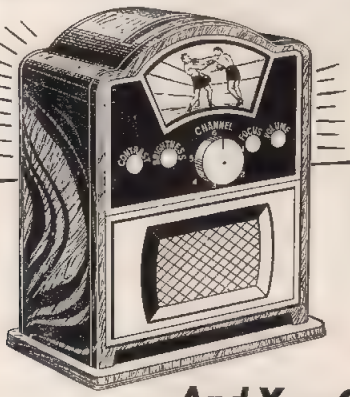
**SIMON S. FROHLICH**

*National Sales Representative*

Room 1510 North American Building

36 South State Street, Chicago 3, Ill.

# Everybody...but EVERYBODY WANTS SENSATIONAL NEW TELEVISION BANK!




**LIGHTS UP AUTOMATICALLY** when penny, nickel, dime or quarter drops in top slot! Shows 6 EXCITING PICTURES in FULL COLOR! Turn of knob puts out light — changes picture for next thrill-packed show! Convex lens over screen for extra brilliance. ALL-METAL, 4¾"x4", rich mahogany finish.

**TRAFFIC STOPPER—Retailing At**

## ONLY $2.00

COMPLETE WITH KEY, BULB AND BATTERY

## ...And You Can Cash In BIG...And ...FAST On SPIN-A-WAY—Washes, Rinses and Spins Dry!

ONLY washing machine with FLEXIBLE CABLE DRIVE! Made like big $350 washer! Leak-proof metal top, rubber hose to drain, basket fits on shaft for centrifugal drying. Extra easy to run!

**SALES RECORD SMASHER**
*Retailing At*
**$3.00**

**3 MORE ACTION TOYS FOR QUICK CASH ACTION!**

**AUTOMATIC MECHANICAL BINGO**
Popular party game for all ages! Numbers spin and stop automatically! Comes complete with cards and chips, and retails at $1.98.

**AUTOMATIC POT LUCK**
Fast fun for everyone! Completely automatic! Quick seller to adults as well as youngsters! Eye-catcher on counter. Retailing at $1.98.

**CAPTAIN MARVEL'S MAGIC DIME REGISTER BANK**
Registers day and total deposit! Opens at $5! Captain Marvel in full color! Retailing at ONLY 25c

## KALON RADIO CORPORATION

Established 1915 • Factory: 35 Broadway, Brooklyn 11, N. Y.

FACTORY SHOW ROOM, 200 FIFTH AVE., ROOM 525—HARRY FISHBEIN

# ROUNDUP

TRADE MARK REG

## GENUINE LEATHER HOLSTER AND PISTOL SETS

VISIT US AT THE NEW YORK

**TOY SHOW**

HOTEL McALPIN
**ROOM 877**
MARCH 7-18

WRITE FOR ILLUSTRATED 1949 CATALOG

*Carnell Mfg. Co., Inc.*

FACTORY & OFFICES
**772-778 FULTON STREET • BROOKLYN 17, N. Y.**
*NEW YORK SHOWROOMS . . .* NOEL SIEGEL, 200 FIFTH AVENUE, ROOM 453

# A LEADER for Your EASTER PARADE of PROFITS

Basket For Girls Illustrated

## HERE'S the SALES SENSATION of the SEASON

**big, beautiful two-tone baskets filled with Thomas plastic playtime toys.**

**GIRL'S BUNNY BASKET TMC-96**
**(PINK and YELLOW)**

- BABY STROLLER
- AIRLINE LIMOUSINE
- 2" VINYLITE DOLL
- FLOATING GONDOLA SWAN
- TEDDY BEAR CRADLE
- SCISSORS
- STREAMLINED UTILITY TRAILER
- BABY BOY DOLL
- PUSSY CAT
- BASKET

**BOY'S BUNNY BASKET TMC-95**
**(BLUE and YELLOW)**

- MEXICAN DONKEY
- TEXACO GAS TRUCK
- TWIN ENGINE BOMBER
- OCEAN LINER
- AIRLINE LIMOUSINE
- STREAMLINED UTILITY TRAILER
- JET PLANE
- PUPPY DOG
- LIMOUSINE TRAILER
- BASKET

*Toys securely packaged in transparent bag.*

**Each basket is 7" long, 3" wide, 10" high**

**Packed 2 Doz. to a carton. Weight per carton 11½ lbs.**

**Terms: 2% 10 days — 30 days net — F.O.B. Newark**

**SUGGESTED RETAIL PRICE $1**

FOR A HAPPY (AND PROSPEROUS) EASTER Sell

TOY Thomas

**THOMAS TOYS for GIRLS and BOYS**

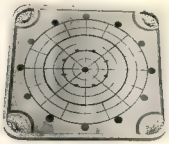
THOMAS MANUFACTURING CORP. • NEWARK 5, N. J.

# Every Season is Open Season FOR CARROM GAMES and TOYS

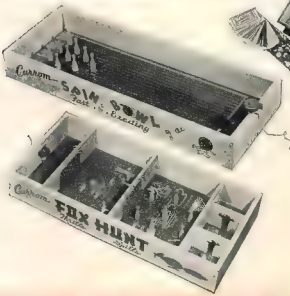
There's no closed season, no limit on *fun* . . . which means *open* season, *every* season for CARROM Games and Toys. With the CARROM Line, you satisfy the wants of everyone looking for a highly diversified package of fun. Child development toys for tots; action skill games for teen-agers and adults.

Now celebrating our 60th year of leadership in the Games Industry, Carrom offers a more complete and better line of toys and games than ever! For 1949 — greatly reduced prices . . . re-designed, improved construction . . . lighter weight to reduce shipping costs. In addition, all Carrom-Crokinole Boards will include cues.

## For OLD...For YOUNG... For EVERYONE...CARROM-CROKINOLE Game Boards



Tradition-proved, time-tested, top bracket sellers. A variety of styles with reversible boards and deep set pockets; all diagrams in clear-cut, attractive colors.



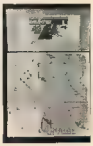

**GUSHER**
An intriguing oil drilling game that'll boost toy department sales. A pre war profit maker, out during the war, now back in the line.

**SPIN BOWL**
A new, fast, exciting table model bowling game scored like regular bowling. For adults or children. Played by 2 or more

**FOX HUNT**
A new game that deserves prominence in your game department promotions. Appeals to all ages. A spinning top provides the action.

**KIKIT**
combines skill, teamwork and scoring principles of hockey, soccer and basketball. Played with a table tennis ball by two, four or six players it is a hot number for folks who like fast action and excitement. Style TK-6, 14"x30". Style TK-3, 24"x40".

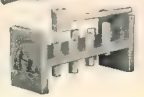
**RAINBOW RACING**
Simulates sail-boat racing . . . fun for youngsters as well as adults. Supplied with 6 plastic sail-boats, 2 dice, 23 chance cards and a set of 12 "starting" cards. New, different, entertaining!



**FOR TINY TOTS**
**WHIRLIGEAR**
An attractive, colorful toy for active imaginative tots. Both entertaining and educative. Tots in tots appeal to the younger set

**WHACK-IT**
A truly entertaining action toy. Assorted colored pegs pounded into hole at one end pop out at the other

**HAMMER SET**
Another popular toy for children of the "pound and hammer" age. Appeals to mothers as a toy to keep youngsters amused for long periods



## Carrom Industries, Inc.

LUDINGTON Established 1889 MICHIGAN

Freight, First Class

# DUCK DECOYS

### IMPROVED CARRY-LITE

Easy to carry **weigh only 8¼ lbs. per dozen. Hollow**—moulded from a new material **lighter than cork and as strong as solid wood,** absolutely uniform in size and weight. Perfectly balanced, **will always ride right side up without the use of body weights.** Will not tip or list, will right themselves when tossed into the water Reinforced heads, glass eyes.

| Decoys, Nos. .. | P3311E | P3311E2 | P3311E4 |
|---|---|---|---|
| Kind .....Mallard | Blue Bill | Pin Tail | |
| Wt. Doz., Lbs.. | 14 | 14 | 14 |
| Per Carton ...$19.20 | 19.20 | 19.20 | |

Eight Males, Four Hens in Carton

### DEAN-COYS

★ **Collapsible Latex Decoys**
★ **One Puff Inflates Instantly**
★ **Rides High in Water; Movement Increases Range of Attraction**
★ **Fast Colors in Latex—Never Need Repaint.**

One man carries six dozen in hunting coat pockets, or in a hand bag; colors are ingrained in the Latex so they never need repainting—cannot get waterlogged—anchored with light line, Dean Decoys move easily and decoy all species of ducks.

Per Carton

**No. P3311B5 — Decoys;** weight dozen 2¾ lbs. ..... $27.30

Eight Drakes, Four Hens in Carton

### DURADUCK

**All Rubber—Collapsible—Self Inflating Not a Balloon.**

Made from natural rubber; will not tear or waterlog; natural colors, seven on drake, five on hen; permanent dull paint cured into the rubber; shot-proof no air pressure to leak out—water cannot soak in; special construction makes Duraducks ride the roughest waves without weight or ballast—Fully Guaranteed.

Per Carton

**No. P3311K4 — Decoys;** weight dozen 11 lbs. .....$36.00

Twelve in Carton

### DEEKS

**Made of Natural Latex Rubber Lifelike in Size and Color**

Molded in detail and painted in natural, wildlife color—no glare or shine. Deeks weather-vane naturally in the wind, and ride high or deep as desired, with perfect action in all weather conditions. Self inflating Deeks can be tossed into the water and they inflate instantly, a whole flock is afloat in about two minutes.

**Lightweight and Tough**—weighs less than six ounces; made of durable natural latex rubber, Ducks will last indefinitely. They are puncturable at normal range. No breakable heads.

Per Carton

**No. P3311D2 — Decoys;** mallards; weight dozen 4½ lbs. .....$17.94

Eight Drakes, Four Hens in Carton

### JOHNSON'S FOLDING DUCK DECOYS

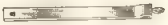
Reproductions of wild ducks printed in natural colors on tough jute fibre board, so thoroughly waterproofed and reinforced that they last indefinitely, they have every appearance of a full, round duck body, ride perfectly in any weather and the slightest wind keeps them moving; the ⅝ in. cedar float, also waterproofed, slides snugly inside the body to spread and float it; a balancing device attached to the float makes tipping impossible; each dozen fits compactly in two canvas bags.

Each

**No. P3311M25—Duck Decoys;** Mallard; wt dozen 7 lbs. .....$11.60

One Dozen in Carton

## DECOY BODY WEIGHTS



Each

**No. P3311L6 — Decoy Weights;** cast lead with non-rusting, cadmium plated cord ring; 6¾ in. long, ⅝ in. wide, ⅞ in. thick; wt. each 4½ oz.; weight dozen 3½ lbs. $0.26

Open Stock

## DUCK DECOY ANCHOR CORD

Per Box

**No. P3544F6—Decoy Cord;** close braided 16 strand anchor cord, 84 ft. hanks, 6 connected .....$5.00

Twelve in Box

# GOOSE DECOYS

### CARRY-LITE

Hollow-molded by a special process which not only assures extreme light weight, but also realistically reproduces feathers and lines of the actual goose; waterproofed inside and outside; will not list or tip; guaranteed to right themselves when tossed into the water; no weights needed for balance; finished in flat paints, in natural colors; most of the decorations done by hand, with glass eyes.

Per Carton

**No. P3311F—Goose Decoys;** size 32x24 in., weight carton 16 lbs. .....$14.50

Three in Carton

### JOHNSON'S FOLDING GEESE

**Fold Flat—Waterproof**

These are photographic reproductions of Canada geese, with spreading bodies held open by inserting triangle frame attached to heavy wire stake; made from extra heavy waterproofed fibre board; each dozen packed in a canvas bag.

Each

**No. P3311J12—Goose Decoys;** twelve oversize geese to each bag; weight dozen 10 lbs. .....$27.00

Twelve in Carton

## DUCK DECOY ANCHORS

Each

**No. P3311L—Decoy Anchors;** made of pure soft lead; prevents twisting or tangling of anchor cord; brass eyelets; length 10 in.; width ⅝ in.; weight each 6 oz. .....$0.40

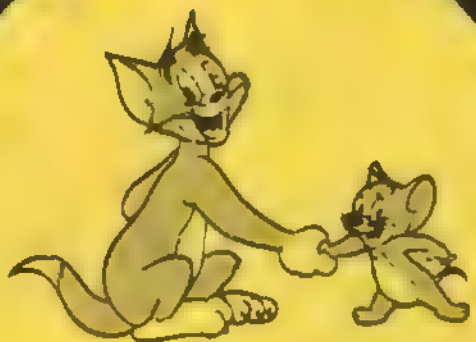
Thirty Six in Carton

Each

**No. P3311L2 — Decoy Anchors;** made of lead; will not rust; height overall 2 in.; diameter at base 1⅛ in.; weight each 5¼ oz.; weight doz. 3 lbs. ..$0 28

Twelve in Cloth Bag

# FOUR GREAT CHARACTER PROPERTIES



TOM and JERRY

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RAGGEDY ANN

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Uncle Wiggily

Copyright 1943, Howard R. Garis

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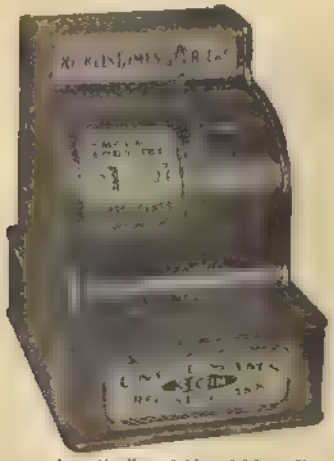
# Banks and Adding Machines

## Register Bank



Rings, registers automatically. Adds nickles, dimes and quarters. Takes pennies, half-dollars and bills in special opening. Holds $50.00. Locks automatically at 25 cents. Opens at every $10.00. Finished in black enamel.

| Stock No. | Mfr's No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2565 | 300 | 6½x4½x5½ | 30 | $49.25 |

Two dozen in a carton.

## Cash Register

Constructed of heavy gauge steel and finished in baked enamel. Press key to ring sale and six compartment drawer pops out. Amount of sale shows in glass window on top. Educational for children.

| Stock No. | Mfr's. No. | Size In. | lb Each | Cat. List EACH |
|---|---|---|---|---|
| 4H 2564 | 248 | 7½x6½x7½ | 4 | $4.35 |

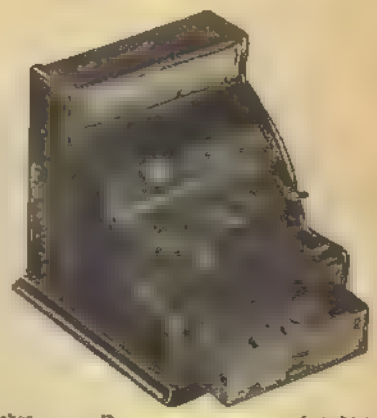
## Bank

Savings bank and "play store" cash register. Supplied with metal "playstore" money. Made, looks and works like a big cash register. Press key, bell rings, drawer shoots open, amount of sale is shown. It is also a real lock and key bank. Real money and play money can be locked in the vault in back. All steel construction. Finished in rich, black enamel. Packed individually.

| Stock No. | Mfr's. No. | Inches Ht. | Inches Wdth. | Inches Dpth. | lb Ctn. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 2569 | 160 | 4 | 5⅝ | 5½ | 36 | $36.00 |

Two dozen in a carton.

## Bank



"Playstore" cash register supplied with metal "playstore" money. Made, looks and works like a big cash register. Press key, bell rings, door shoots open and the amount of sale is shown. Aids children to count, add, subtract and multiply. All steel construction. Packed individually.

| Stock No. | Mfr's. No. | Inches Ht. | Inches Wdth. | Inches Dpth. | lb Ctn. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 2566 | 150 | 4¾ | 4⅝ | 5½ | 36 | $28.90 |

Two dozen in a carton.

## Adding Machine

By means of an ingenious arrangement of sliding ratchets, additions up to 9,999 may be quickly and accurately made. The four registers at the bottom of each of the columns record the totals as made. All metal, and constructed in a thoroughly craftsman-like manner. Brightly colored.

| Stock No. | Mfr's. No. | Lgth In. | Wd. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|
| 4H 4413 | 39 | 9 | 6½ | 22 | $25.40 |

Two dozen in a carton.

## Wa-It Scale

Made of tough, durable plastic. It is more than a toy. It is accurate and can be used in the home or office. It is practical and has big scale performance.

| Stock No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2550 | 8⅛x5¾x6⅝ | 18½ | $29.40 |

One dozen in a carton.

# Musical Toys

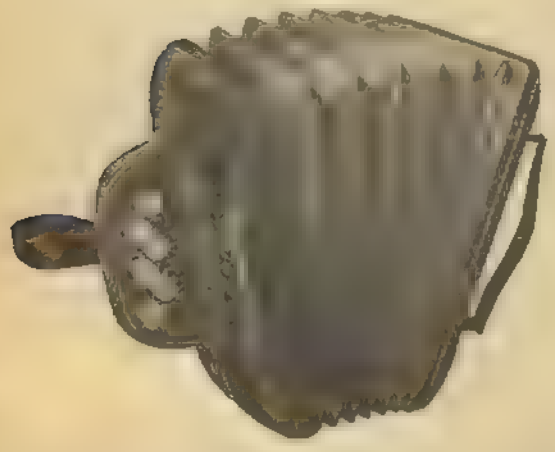
## Magnus Super Accordion

Streamlined plastic case beautifully designed in rich mottled tones of bright colors, strong durable bellows made of pyroxalyn coated fabric in beautifully contrasting colors. Ten quick-acting ivory-like buttons. Raised grille protects keys, 20 long life reeds accurately tuned to the key of C, full volume tone, sturdy thumb and hand straps. Bellows open to 14 inches. Instruction booklet and song folio furnished with each instrument.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2449 | A1020 | 4x4¼x8½ | 11 | $50.10 |

Individually boxed.

## Magnus Junior Accordion



Produces plenty of volume, play an octave and a half in the key of C. 8 ivory-like keys, 12 long-life reeds, beautiful streamlined plastic case in bright colors, bellows are pyroxalyn-coated fabric in contrasting colors. Sturdy thumb and hand straps. Bellows open to 8 inches. Instruction booklet and song folio furnished with each instrument

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2448 | A612 | 2¾x3½x5 | 5 | $20.55 |

Individually boxed

## Lullaby Crib

### With Baby Doll

A crib, a baby doll and a lullaby. Movable bed bar and drop sides in baby blue and pink molded plastic. Turn handle and it plays a lullaby

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2464 | 415 | 7 | $25.40 |

Two dozen in a carton.

## Hurdy Gurdy

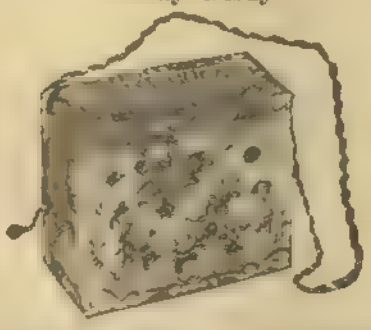
### With Dancing Monkey

Perfectly tuned music box with long lasting mechanism. Pert faced dancing monkey, gaily dressed. Durable plastic case suspended from a sturdy rope cord. Turn handle and it plays real music.

| Stock No. | Mfr's. No. | lb Doz. | Cat List DOZEN |
|---|---|---|---|
| 4H 2465 | 414 | 7 | $25.40 |

Two dozen in a carton.

## Hurdy Gurdy



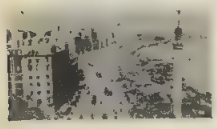
New circus design. Dazzling 4 color lithographed cabinet. Over the shoulder red and white cord. Just turn the handle and it plays real music. Assorted tunes: "London Bridge", "Pop Goes the Weasel" and "Where, Oh Where Has My Little Dog Gone"

| Stock No. | Mfr's. No. | lb Doz. | Cat List DOZEN |
|---|---|---|---|
| 4H 2466 | 419 | 8½ | $12.70 |

Three dozen in a carton.

# CASTLE FILMS — 16 MM / 8 MM HOME MOVIE & SOUND FILM

### WORLD PARADE



16mm H-C-SOF—8mm H-C*
No. 238 Grand Canyon
No. 236 Bermuda
No. 231 Glacier National Park
No. 218 Mexico
No 239 Florida Holiday

### NEWS PARADE

16mm H-C-SOF—8mm H-C*
No. 167 News Parade of 1948
No. 164 News Parade of 1947
No. 156 Camera Thrills of the War
No 168 News Parade of 1949

### ADVENTURE PARADE

16mm H-C-SOF—8mm H-C*
No 621 Chapp the Cowboy
No 618 Bruins in a Canoe
No. 618 Lion-Tiger Fight
No. 617 Chimp the Aviator
No. 616 Bruins Make Mischief
No. 615 Crocodile Thrills
No 612 Wing, Claw and Fang
No. 611 Bruins in the Woods
No 610 Beatty's Animal Thrills
No. 609 Here Comes the Circus
No. 606 Thrills in Wildest Africa

### SPORT PARADE

16mm H-C-SOF 8mm H-C*
No. 349 World Series of 1948
No. 348 Zale Vs. Graziano Fight
No. 347 Football Parade of 1948
No 346 Golf Magic
No. 355 Football Parade of 1949
No. 341 Knockout Thrills
No. 340 Spills and Thrills
No. 339 Aqua Frolics

## PRICE LIST

Headline Editions are condensed versions of complete Films

| Edition | 16mm List | 16mm Dlr's. Ea. | 8mm List | 8mm Dlr's. Ea. |
|---|---|---|---|---|
| H-Headline-100 ft. | 2.75 | 2.06 | | |
| C-Complete | 8.75 | 6.57 | | |
| SOF-Sound Deluxe | 17.50 | 13.13 | | |
| H-Headline-50 ft. | | | 3.00 | 2.25 |
| C-Complete | | | 8.00 | 6.00 |

### INSTRUCTIONS FOR ORDERING*

Order film by Number. Specify size — either 16mm or 8mm, and edition desired. i.e.; H-for Headline, C-for Complete, and SOF for Sound

### FAIRY TALE COLOR CARTOONS

| | 16mm List | 16mm Each |
|---|---|---|
| SOF-Sound | 23.50 | 22.12 |
| H-Headline-100 ft. | 6.00 | 4.50 |
| C-Complete | 17.50 | 13.13 |
| | 8mm | |
| H-Headline-50 ft. | 3.00 | 2.25 |
| C-Complete | 8.00 | 6.00 |

### MUSIC ALBUM SERIES

Available 16mm Sound Only*
No. MA1 Great Symphonies
No. MA2 Songs of the Irish
No. MA3 Songs to Remember

No. MA8 Songs of Romance
No. MA10 Gay Nineties Songs
No. MA16 Songs of the South

No. MA31 Songs of Range
No. MA32 Syncopated Swing

No. MA35 South of the Border Songs
No. MA36 Scrub me Mamma with a Boogie Beat

No. MA41 Arabian Hijinks (with Gertrude Niesen)
No. MA44 Old Russian Jubilee (with Gertrude Niesen)

### CARTOONS

16mm H-C-SOF 8mm H-C*

**WOODY WOODPECKER**
No. 454 Pantry Panic

**ANDY PANDA**
No. 474 Andy Panda's Pop

**FARMER AL FALFA**
No 432 The Health Farm

**MOUSE MOVIES**
No. 407 Just ask Jupiter

**TERRY-TOON CARTOONS**
No 729 The Fox Hunt

**ABBOTT & COSTELLO**
No. 811 Fun on the Run
No. 812 Kitchen Mechanics
No. 814 Rio on Ice
No 809 "Oysters and Muscles"
No. 808 "No Indians Please"

### FAIRY TALE CARTOONS

Black & White
16mm H-C-SOF-8mm H-C*
No.765 Jack and the Beanstalk
No. 764 Simple Simon
No. 763 Don Quixote
No. 762 Puss in Boots
No. 760 Big Bad Wolf
No. 759 Sinbad the Sailor
No. 757 Little Black Sambo
No. 756 Mary's Little Lamb
No. 753 Old Mother Hubbard
No. 752 Aladdin's Lamp

### FAIRY TALE CARTOONS IN COLOR

16mm Sound 8mm Silent H-C*
No. C915 Jack and the Beanstalk
No. C914 Simple Simon
No. C913 Don Quixote
No. C912 Puss in Boots
No. C910 Big Bad Wolf
No. C909 Sinbad the Sailor
No. C907 Little Black Sambo
No. C906 Mary's Little Lamb
No. C903 Old Mother Hubbard
No. C902 Aladdin's Lamp

# Excel SAFETY MOVIE FILM

- COMEDIES
- CARTOONS
- ADVENTURE
- WESTERNS
- SPORTS

For all 8mm or 16mm Movie Projectors. By exclusive arrangement Excel brings famous Hollywood stars for young and adult alike. Laugh-stirring comedians Andy Clyde and the Three Stooges . . . juvenile cartoon favorites Barney Google, Krazy Kat, Screppy . . . Indian fighting, rustler shootin', rough riding Westerns featuring Tex Ritter, Buck Jones, Russ Hayden, Wild Bill Elliot . . . Jocko the Monk and his antics . . . the popular Our Gang kid adventures. Available singly or in assortments of six from a wide variety of titles with no duplications

### HOW TO ORDER

Specify size—either 16mm or 8mm—and length Specify category of film desired (such as Sports, Western, Cartoons, etc ) Quantity prices apply to assortments. **No duplications** on assortment orders

| Size | Length | List | Each | Lots of 6 |
|---|---|---|---|---|
| 16mm | 50 ft | 2 00 | 1.33 | 1.20 |
| 16mm | 100 ft | 3.25 | 2.17 | 1.95 |
| 16mm | 200 ft | 6 50 | 4.33 | 3.90 |
| Size | Length | List | Each | Lots of 6 |
| 8mm | 50 ft | 2 00 | 1.33 | 1.20 |
| 8mm | 100 ft | 3 25 | 2.17 | 1.95 |
| 8mm | 200 ft | 5 50 | 3.67 | 3 30 |

**Read Instructions Carefully Before Ordering Film**

## HOLLYWOOD MOVIE FILM WALT DISNEY CARTOONS

AVAILABLE IN BOTH 8mm AND 16mm

- MICKEY MOUSE
- DONALD DUCK

NO DUPLICATIONS WHEN PURCHASING ASSORTMENTS

**SEE OUR QUALITY LINE OF KEYSTONE MOVIE PROJECTORS IN TOY SECTION OF THIS CATALOG**

### INSTRUCTIONS FOR ORDERING

Order these colorful cartoons by name of Character. Specify size and length of film. Quantity prices apply to assortments. No duplications on assortment orders.

| | Length | List | Each | Lots of |
|---|---|---|---|---|
| 16 mm. | 50 ft. | 1.75 | 1.17 | 1.05 |
| | 100 ft | 3.25 | 2.17 | 1.95 |
| | 200 ft. | 6.50 | 4.33 | 3.90 |
| 8 mm | 50 ft. | 1.75 | 1.17 | 1.05 |
| | 100 ft. | 2.00 | 2.00 | 1.80 |

## EGG HARBOR

EGG HARBOR reports that the response of boatmen to the Jersey Sea Skiff have been so favorable, the 28-foot sport model will be produced along the same original lines in 1949

The Jersey Sea Skiff will continue as a 28-foot 3-inch model, cedar on oak, carvel-built, wood-plugged. Its cabin will sleep two and feature excellent visibility. A permanent shelter over the forward part of the large open cockpit is standard equipment.

The builders have appointed several representatives who will be qualified to display and demonstrate the Jersey Sea Skiff

The 110 h.p. Chrysler Crown provides a cruising speed of 15 m.p.h. and a top speed of 21. Materials and equipment are of the best quality, down to copper, tin-lined fuel tanks which will provide for 20 hours' cruising

## OXFORD BOATYARD

THE OXFORD (Md.) Boatyard Company has for a good many peace time years produced standardized boats, first of which was the Oxford Comet, produced originally in 1936. Since the war the Yard has been producing the finest possible Comets and the Oxford Racing Comet has earned an enviable reputation.

Also well known is the Oxford "400" a standardized cruising sloop built to particularly high specifications

Simultaneous with the acquisition of Oxford facilities the group directing the affairs of The Oxford Boatyard Company acquired the Indian Landing Company and therefore they are now producing the Indian Landing "20". She has proven to be a fast, comfortable, dainty 20-foot open sailboat.

Last on the list of Oxford standardized boats is the Oxford 24-foot Sport Fisherman. This trim boat has a small trunk cabin forward including two bunks, ice box and head

## BARR MARINE

THIS YEAR Barr Marine Products Co., 1605 Blair St., Philadelphia 25, Pa., are offering four different engines. The Willys Jeep, 4 cylinder 3½ inch bore x 4¾-inch stroke, piston displacement 134 cubic inch, developing 60 h.p. at 4000 r.p.m. The Ford V8, 3 3/16-inch bore x 3¾-inch stroke, piston displacement 239 cubic inch developing 100 h.p. at 3200 r.p.m. The Ford 6 is available in two different sizes, 3.3-inch bore x 4.4-inch stroke, piston displacement 226 cubic inch developing 95 h.p. at 3200 r.p.m., also 3.5-inch bore x 4.4-inch stroke, piston displacement 254 cubic inch, developing 110 h.p. at 3200 r.p.m.

All of these engines are equipped with the Barr water-cooled exhaust manifold specially designed rubber impeller type water pumps and the Barr sliding gear type reverse. They are also available with the planetary type reverse and various ratio reduction gears.

They are also manufacturing a complete line of conversion parts.

Got my 1949 "motor magic" franchise today!

● Am I lucky! I'm not just *thinking* about selling Champion Outboard Motors . . . I'm selling 'em, *right now!* Yes, I've actually got new 1949 Champions on the floor. In fact, I've sold one already.

And am I proud? I'm bursting! It's a pleasure to show folks these marvelous new Champions with their super-flexibility, their speed and quietness and their time-tested dependability. The famous "Motor Magic" tests have proved beyond a shadow of a doubt that the new 1949 Champion is truly America's Great Outboard Motor!

So take a tip from me . . . tear out the coupon below and send it in today. If you can get a Champion Franchise, you, too, can start making money on motors . . . *right now!*

EVERYBODY WANTS THE NEW 1949 MOTOR MAGIC BY AMERICA'S GREAT Champion OUTBOARD MOTOR

GET YOUR SHARE OF THIS BOOMING BUSINESS

SEND THIS COUPON

Champion Motors Company
Minneapolis, Minnesota

Gentlemen:

Send me your new 1949 "Motor Magic" folder and tell me about Champion's MORE PROFIT Franchise

Name. . . . . .

Address. . . . . .

City . . . . . State . . .

DEPENDABLE

# CHAMPION

SPARK PLUG

## America's Favorite!

In Florida whether you "boat" a sailfish, or some of the many varieties of smaller fish, you'll probably find your boat's engines equipped with dependable Champion Spark Plugs. For here, as most everywhere, whether in the lush truck farming areas, citrus groves, or among the vast army of tourists, Champion is the favorite spark plug—for every engine, marine, automotive or aircraft.

**Champion is "America's Favorite Spark Plug" and the world's**

**as well—solid proof that Champion represents the ultimate**

**in quality, value, performance and dependability.**

FOLLOW THE EXPERTS . . . DEMAND DEPENDABLE CHAMPION SPARK PLUGS

Freight, First Class

# CHAMPION SPARK PLUGS

## CHAMPION FEATURES

SILLMENT—A dry powder, pressed between center electrode and insulator and shell and insulator, forming an absolute seal.
SPECIAL ALLOY Electrodes with catalytic agent to prevent bridging of gap—oxidation or carbon formation on the wire itself.
LONG GAP LIFE assured by flat side electrode construction greatly increases gap area and makes gap setting less frequent.

### Passenger and Truck Types

| Nos. | Thread | Hex, In | Type | Each |
|---|---|---|---|---|
| T3820-C4 | ⅞ In. | 1⅛ | Projected Core | $0.75 |
| T3820-22 | ⅞ In. | ¹³⁄₁₆ | Long Body | .75 |
| T3820-5 | ⅞ In | ⅞ | Projected Core | .75 |
| T3820-C7 | 18 MM. | 1 | Projected Core | .75 |
| T3820-7 | 18 MM. | 1 | Normal Service | .75 |
| T3820JI-15 | 18 MM | 1 | Extra Range | .75 |
| T3820-6M | 18 MM. | 1 | Short Body | .75 |
| T3820-15A | 18 MM. | ⅞ | Normal Service | .75 |
| T3820-C15 | 18 MM. | ⅞ | Normal Service | .75 |
| T3820-J12 | 14 MM. | ¹³⁄₁₆ | Normal Service | .75 |
| T3820-J11 | 14 MM. | ¹³⁄₁₆ | Normal Service | .75 |
| T3820-J8 | 14 MM. | ¹³⁄₁₆ | Normal Service | .75 |
| T3820-J7 | 14 MM. | ¹³⁄₁₆ | Normal Service | .75 |
| T3820-H10 | 14 MM. | ¹³⁄₁₆ | Normal Service | .75 |
| T3820-J14 | 14 MM. | ¹³⁄₁₆ | Extra Range | .75 |
| T3820 Y4A | 10 MM. | ⅝ | Normal Service | .75 |
| T3820-Y6 | 10 MM. | ⅝ | Normal Service | .75 |
| T3820-Y8 | 10 MM. | ⅝ | Extra Range | .75 |
| T3820-A25 | ½ In | ¹³⁄₁₆ | Normal Service | .75 |
| Fair Trade Retail—Sets of Four, Each .69 Less Qty., Each .75 | | | | |

### Commercial Types

| | | | | |
|---|---|---|---|---|
| T3820-0C | ⅞ In. | ¹³⁄₁₆ | Severe Service | .75 |
| T3820-1C | ⅞ In. | ¹³⁄₁₆ | Severe Service | .75 |
| T3820-2C Long | ⅞ In. | ¹³⁄₁₆ | Severe Service, Long | .75 |
| T3820-3C | ⅞ In. | ¹³⁄₁₆ | Hot Type | .75 |
| T3820-5M | 18 MM. | 1 | Severe Service | .75 |
| T3820-5C | 18 MM. | 1 | Severe Service | .75 |
| T3820-6C | 18 MM. | 1 | Heavy Service, Short Body | .75 |
| T3820-8C | 18 MM. | 1 | Standard | .75 |
| T3820-9C | 18 MM. | 1 | Hot Type | .75 |
| T3820-H9C | 14 MM. | ¹³⁄₁₆ | Severe Service | .75 |
| T3820-J5 | 14 MM. | ¹³⁄₁₆ | Heavy Service | .75 |
| Fair Trade Retail—Sets of Four, Each .69 Less Qty., Each .75 | | | | |

### Solid Injection and Gas Engine Types

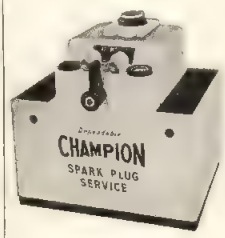
| | | | | |
|---|---|---|---|---|
| T3820-29 | ½ In. | ¹³⁄₁₆ | Cold | 75 |
| T3820-30 | ½ In. | ¹³⁄₁₆ | Standard | 75 |
| T3820-31 | ½ In. | ¹³⁄₁₆ | Long Body | 75 |
| T3820-33 | ½ In. | 1⅛ | Long, Gas Engine | .75 |
| T3820-34 | ½ In. | 1⅛ | Extra Long Body | .75 |
| T3820-38 | ¾ In. | 1⅛ | Long | 75 |
| T3820-36 | ⅞ In. | 1⅛ | Extra Long | 75 |
| T3820-43 | ⅞ In. | 1⅛ | | 75 |
| T3820-44 | ⅞ In. | ¹³⁄₁₆ | Solid Injection | 75 |
| T3820-45 | ⅞ In. | ¹³⁄₁₆ | Solid Injection | .75 |
| T3820-DL8C | 18 MM. | 1 | Long Ins. | .75 |
| T3820-D8 | 18 MM. | 1 | Short Ins. | .75 |
| T3820-49 | 18 MM. | 1 | Solid Injection | 75 |
| T3820-J8J | 14 MM. | ¹³⁄₁₆ | For Outboard Motors | 75 |
| Fair Trade Retail Sets of Four, Each .69 Less Qty, Each .75 | | | | |

One in Box, Ten in Carton—Average Weight, Carton, 2 Lbs.

### Passenger Car Recommendations

| Make | Model | 1938-39 | 1940 | 1941 | 1942 | 1946-48 | 1949 |
|---|---|---|---|---|---|---|---|
| Buick | | *J12 | *J12 | *J12 | *J12 | *J12 | *J12 |
| | 1941—10MM | ... | ... | Y6 | . | . | . |
| Chevrolet | | J8 | J8 | Y8 | Y8 | Y8 | J11 |
| Chrysler | Reg. Heads | J8 | J8 | J8 | J8 | J8 | J8 |
| DeSoto | | | | | | | |
| Dodge | Ht Heads | H10 | H10 | H10 | H10 | H10 | . . |
| Ford | | H10 | H10 | H10 | H10 | H10 | H10 |
| | | | | (A, B 1932-V8—C4) | | | |
| Frazer | | . | . . | . | . | J7 | J7 |
| Hudson | Reg Heads | J8 | J8 | J8 | J8 | J7 | J7 |
| | Ht Heads | H10 | H10 | H10 | H10 | H10 | H10 |
| Kaiser | | ... | ... | ... | ... | J7 | J7 |
| Lincoln | | 7 | H10 | H10 | H10 | H10 | H10 |
| Mercury | | H10 | H10 | H10 | H10 | H10 | H10 |
| Nash | | J8 | J8 | J8 | J8 | J7 | J7 |
| Oldsmobile | | J11 | J8 | J8 | J8 | J8 | J8 |
| Packard | | Y6 | Y6 | Y6 | Y6 | Y4A | Y4A |
| Plymouth | Reg. Head | J8 | J8 | J8 | J8 | J8 | J8 |
| | Ht Heads | H10 | H10 | H10 | H10 | H10 | ... |
| Pontiac | | J11 | J8 | J8 | J8 | J8 | J8 |
| Studebaker | Comm., Pres., | 8C or 15A | | J7 | J7 | J7 | J7 |
| | Champion | ... | ... | J7 | J7 | J7 | J7 |
| Zephyr | | H10 | H10 | H10 | H10 | ... | ... |

*Buick for fouling—J14.




### SERVICE UNITS

Cleaner — Comparator
Balanced Testing Current
Steel Testing Adapters
Rubber Cleaning Adapters
Designed to Eliminate Objectionable Dust
Heavy Gauge Steel Cabinet

Each

No. T3820-500—Service Units; 18½x18¾x16 in.; 115 volts A.C.; weight 80 lbs. ....$49.00

### "MIL-O-SET" GAP TOOLS

Each

No. T3820-WG100—Gap Tools; micrometer type wire gauge selector; aluminum case, 3¾ x ½ inch, wt. each 1¼ oz. ... . . $2 80

### COMPOUND

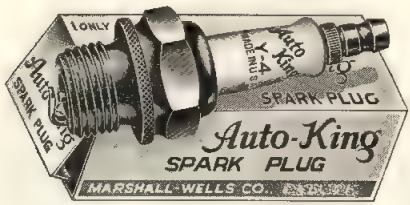
Sillimanite Abrasive

Each

No. T3820DC — Compound; 2¾ lb. can... . ...$0.50

Freight, First Class

# AUTO-KING "Heat Sealed" SPARK PLUGS




**Built for Long, Trouble-Free Service**
**With Oversize Insulators of Fire Grain Porcelain**
**Sealed by Exclusive "Hydroelectric" Heat Process**
**"Hi-Tensile" Special Open Hearth Steel Shells**
**"Micro-Check" Close Tolerance Metric Threads**
**Hop-Gap Flat Ribbon Side Electrodes**

| Nos. | Each | Nos. | Each | Nos. | Each |
|---|---|---|---|---|---|
| T3817-10B | $0.49 | T3817-14R | $0.49 | T3817-18H | $0.49 |
| T3817-10C | .49 | T3817-14S | .49 | T3817-18K | .49 |
| T3817-10R | .49 | T3817-18A | .49 | T3817-78A | .49 |
| T3817-BR14 | .49 | T3817-18B | .49 | T3817-78B | .49 |
| T3817-14 | .49 | T3817-18D | .49 | T3817-BR2 | .49 |
| T3817-14C | .49 | | | | |

One in Box; Ten in Carton

## COMPARISON WITH OTHER MAKES OF PLUGS

| Thread Size | Hex Size In. | Standard Sizes | A. C. | Autolite | Champion |
|---|---|---|---|---|---|
| 10 M. M | ⅝ | 10B | 10S, M3 | ..... | Y6, Y8 |
| | ⅝ | 10C | 104, 104-, 106 | F6 | Y5 |
| | ⅝ | 10R | 103, 103S, Y4 | P4 | Y4, Y4A, Y3 |
| 14 M. M. | ½ | BR14 | 48, 49, K14 | ..... | J15 |
| | ½ | 14 | 47, K10, K11, K12, 47 Com | A11 | J4, J12 |
| | ½ | 14C | 46, K8, F1, K10, 46 Com. | A9, AL9 | J6 |
| | ½ | 14R | 45, K7, KL7, 45S, 45 Com., 45L Com. | A7, AL7, AN7 | J5, J7, J8, J8J, H9, H10 |
| | ½ | 14S | 48, 44, 44 Com., 48L Com., 48 Com | A8, A3 | J9 Hudson, J10, JA11, S2, H9 Com. |
| 18 M. M. | ⅞ | 18A | 88, 88L Com. | ..... | D8, DL8, H2, 40, 9 Com., 10 Com. |
| | ⅞ | 18B | 87, 87S, 88 Com. | ..... | 41, 42 |
| | 1 | 18C | 85 Com | ..... | ..... |
| | ⅞ | 18D | 86, 86S, 87 Com. | B11 | 15, 15A, 15SP, 5 C7, J115, B5, B8, 9 10, 11, C2, H15 |
| | ¾ | 18H | 85 | B9 | 7, 16, 15, 13, H17A |
| | ¾ | 18K | 84 | B7 | |
| ⅝ in. | ½ | 78A | 78, 78S, 78L Com | ..... | C1, C4, 2X, 43, |
| | ½ | 78B | 76, 76S, 76 Com. | ..... | C4, 2, 44, 45, 4, 22 |
| | ½ | 78B | 77, 78S, 77L Com. | ..... | 3, 20, H1, 3 Com., 35 Com |
| ½ in. | ½ | BR2 | 1075, 28 | ..... | X, A26 |

Above Listing of Plugs graduate (in each thread size section) from Hot Plugs at Top to Cold Plugs at Bottom

## PASSENGER CAR SPECIFICATIONS

**IMPORTANT—SELECT ACCORDING TO PROPER HEAT RANGE**

**NORMAL Plugs — For Normal Motor—** Equivalent to Original Equipment Heat Range. **COLD Plugs—For Hot Motor** Use if Plug Is Burning Up. **HOT Plugs For Cold Motor—Use if Plug** Is Fouling Up.

| | NORMAL Plug | COLD Plug | HOT Plug |
|---|---|---|---|
| **Buick—1941, 10 mm. Heads** | 10B | 10C | 10B |
| Other 1941-49, Inc. | BR14 | 14 | BR14 |
| 1938-40 | 14C | 14R | 14 |
| *†1931-37 | 18D | 18H | 18B |
| 1929-30 | 18A | 18B | 18A |
| Before 1929 | 78A | 78B | 78A |
| **Chevrolet—*1946-48, Inc** | 10B | 10R | 10B |
| *1941-42 | 10C | 10R | 10B |
| *1938-40 and 1949 | 14R | 14S | 14C |
| *1933-37 | 14C | 14R | 14 |
| 1929-32 | 18D | 18H | 18B |
| Through 1928 | 78A | 78B | 78A |
| **Chrysler—1946-49, Inc.** | 14S | 14S | 14R |
| 1937-42 and 1935 H. C. Alum. Heads | 14R | 14S | 14C |
| Other 1932-36 and 1931 DeLuxe 8 | 14C | 14R | 14 |
| 1930-31 Std. Heads | 18A | 18B | 18A |
| 1930 H. C. Head | 18D | 18H | 18B |
| **DeSoto—1946-49, Inc.** | 14S | 14S | 14R |
| 1937-42 | 14R | 14S | 14C |
| All H. C. Alum. Heads | 14R | 14S | 14C |
| 1932-36 | 14C | 14R | 14 |
| *All through 1931 | 18D | 18H | 18B |
| **Dodge—1946-49, Inc.** | 14S | 14S | 14R |
| 1937-42 | 14R | 14S | 14C |
| All H. C. Alum. Heads | 14R | 14S | 14C |
| 1932-36 Reg. Heads | 14C | 14R | 14 |
| *All 1930-31; 1929 Six | 18D | 18H | 18B |
| Others through 1928 | 78A | 78B | 78A |
| **Ford—*All 1939-49, 6 and 8-Cyl.** | 14R | 14S | 14C |
| 1938, 85, 14 mm. Heads | 14R | 14S | 14C |
| 1938, 85, 18 mm. Heads | 18K | 18T | 18H |
| 1937-38, 60 H. P. | 14R | 14S | 14C |
| 1933-37, 85 H. P. | 18K | 18K | 18H |
| 1933, Model 40 | 18D | 18H | 18B |
| *Models A, B, 18 | 78A | 78B | 78A |
| Model T. | BR2 | BR2 | BR2 |
| **Frazer—1946-49, Inc.** | 14R | 14S | 14C |

| | NORMAL Plug | COLD Plug | HOT Plug |
|---|---|---|---|
| **Hudson—*1934-49, Inc.** | 14S | 14S | 14R |
| *1933 Six | 14C | 14R | 14 |
| *Other 1932-33 | 18H | 18K | 18D |
| *1929-31 | 18D | 18H | 18B |
| *Through 1928 | 18A | 18B | 18A |
| **Kaiser—1946-49, Inc.** | 14S | 14S | 14R |
| **Lincoln—1940-49, Zephyr 1941-47** | 14S | 14S | 14R |
| Other Zephyr through 1940 | 14R | 14S | 14C |
| *1934-39 | 18H | 18K | 18D |
| *1932-33 | 78A | 78B | 78A |
| **Mercury All through 1949** | 14R | 14S | 14C |
| **Nash—*1941-49; 1935-40, 14 mm., Heads** | 14R | 14S | 14C |
| *1949 | 14S | 14S | 14R |
| *Other 14 mm. Heads through 1938 | 14 | 14C | BR14 |
| *†1933-40, 18 mm Heads | 18D | 18H | 18B |
| *Other 18 mm. Heads through 1932 | 18A | 18B | 18A |
| Through 1928 | 78D | 78D | 78D |
| **Oldsmobile—*1941-49, Inc.** | 14S | 14S | 14R |
| *1937-40 | 14R | 14S | 14C |
| *1928-36 | 18D | 18H | 18B |
| Others through 1927 | 78A | 78B | 78A |
| **Plymouth—1946-49, Inc.** | 14S | 14S | 14R |
| 1937-42 and All H. C Heads | 14R | 14S | 14C |
| 1932-36, 14 mm. Heads | 14C | 14R | 14 |
| *1929-32, 18 mm. Heads | 18D | 18H | 18B |
| 1928-29, ⅞-Inch Heads | 78A | 78B | 78A |
| **Pontiac—1936-49, Inc** | 14R | 14S | 14C |
| 1935 H. C. | 14S | 14S | 14R |
| 1935 Std. C and 1934 | 14R | 14S | 14C |
| *1932-33 | 14C | 14R | 14 |
| *1930-31 | 18A | 18B | 18A |
| *Through 1929 | 78A | 78B | 78A |
| **Studebaker—1942-49; 1941 Champion** | 14S | 14S | 14R |
| 1933-40; 1941 Comm. and Pres. | 18D | 18H | 18B |
| 1929-32 | 78B | 78B | 78A |
| Before 1929 | 78A | 78B | 78A |
| **Terraplane—*1934-38** | 14R | 14S | 14C |
| 1932-33 | 14C | 14R | 14 |
| **Willys—*1940-46** | 14R | 14S | 14C |
| Others Through 1939 | 18D | 18H | 18B |

*When installed in these models, set gap as specified by manufacturer.
†When using 18-B in these models, remove spark plug cover to prevent flash-over.

ALWAYS BUY

A B C CHESTERFIELD

"I ALWAYS SMOKE CHESTERFIELDS BECAUSE THEY'RE MILD AND THEY TASTE GOOD... IT'S MY CIGARETTE"

Dana Andrews

STARRING IN THE ENTERPRISE PRODUCTION "NO MINOR VICES"

WHY... I smoke Chesterfield

(FROM A SERIES OF STATEMENTS BY PROMINENT TOBACCO FARMERS)

"Liggett & Myers buy more of my best tobacco than anybody else. They've always paid top prices. I've been smoking Chesterfields ever since they used to put them up in a cardboard box. I never found any other cigarette to take Chesterfield's place."

C D Allen

FARMER AND WAREHOUSEMAN, HENDERSON, N. C.

Chesterfield CIGARETTES

CHESTERFIELD

YOURS THE MILDER CIGARETTE — They Satisfy

Copyright 1949, Liggett & Myers Tobacco Co.

No. 220
Cowboy Suit

No. 240
Cowboy Suit

No. 222
Cowboy Suit

No. 1008 Sub-Machine Gun

CLASSY PRODUCTS CO.

## COWBOY SUITS

**No. 220 Cowboy Suit, 8 pieces, Small, Medium, Large.....Doz. $60.00**

**No. 221 Cowboy Suit, 8 pieces, Small, Medium, Large.....Doz. $68.00**

**No. 222 Cowboy Suit, 12 pieces, Small, Medium, Large.....Doz. $76.00**

**No. 240 Cowboy Suit, 8 pieces, Small, Medium, Large.....Doz. $84.00**

**No. 235 Cowboy Suit, 9 pieces, Small, Medium, Large.....Doz. $92.00**

**No. 236 Cowboy Suit, 9 pieces, Small, Medium, Large.....Doz. $96.00**

M. A. HENRY CO.

## COWBOY AND GIRL SUITS

**No. 200H Cow Girl Suit.....Doz. $78.00**

Suede suit, assorted colors, Skirt, Vest, Bandana, Lariat and Hat.

**No. 1003 "Gene Autry" Cowboy Suit.....Doz. $78.00**

Suede suit, full pants with screened figure, vest, flannel shirt, bandana, lariat, hat.

NEWELL MFG. CO.

## SUB-MACHINE GUN

**No. 1008 Sub-machine Gun.....Doz. $48.00**

This gun shoots ping pong balls.

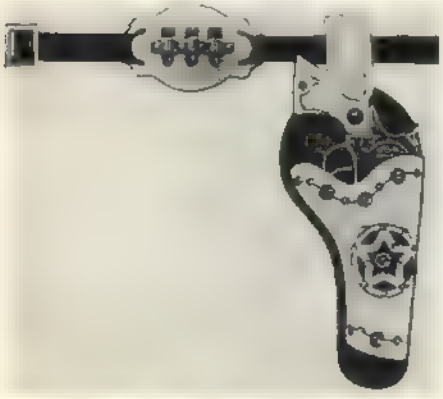
No. 355 and 654 Holster Sets

No. 390 and 675 Holster Sets

No. 363 and 675 Holster Sets

No. 350 and 665 Holster Sets

No. C-325 Holster Set



No. 2325 Holster Set

Spur Set

Cuff Set

J. HALPERN CO.

## HOLSTER SETS

**No. 350 Holster Set, Single..... Doz. [illegible]**
With Hub Gun

**No. 355 Holster Set, Single.....Doz. $21.60**
With Rodeo Gun

**No. 383 Holster Set, Single..... Doz. $32.00**
With Texan Jr. Gun

**No. 390 Holster Set, Single.....Doz. $84.00**
With Texan Jr. Gun

**No. 654 Double Holster Set..... Doz. $32.00**
With Two Hub Guns

**No. 660 Double Holster Set..... Doz. [illegible]**
With Two Trooper Guns

**No. 665 Double Holster Set .....Doz. $54.00**
With Two Texan Jr. Guns

**No. 675 Double Holster Set .....Doz. [illegible]**
With Two Texan Jr. Guns

**No. 551 Cuff Set .....Doz. $18.00**

**No. 500 Spur Set.....Doz. $24.00**

ESQUIRE NOVELTY CO.

## HOLSTER SETS

**No. C325 Holster Set, Single.....Doz. [illegible]**
With one Texan Jr. gun, spur and cuff set.

**No. 2325 Single Holster Set.....Doz. $48.00**
With one Texan Jr. gun.

**No. 2225S Double Holster Set.....Doz. $75.00**
With two Texan Jr. guns.

ALL METAL PRODUCTS CO.

## GUNS

**No. 4 G-Man Clicker Pistol.....Doz. $ 3.80**

**No. 12 Nickel Plated Water Pistol Doz. $ 5.20**

**No. 15 Break Pop Gun.....Doz. $ 5.40**

**No. 24 Clicker Pistol.....Doz. $ 3.20**

**No. 25 Dart Pistol.....Doz. $ 4.00**

**No. 36 Double Barrel Pop Gun.....Doz. [illegible]**

**No. 39 Dart shooting Rifle.....Doz. $16.00**

**No. 42 Pump Action Cork Pop Gun Doz. $16.00**

**No. 46 Double Barrel Pop Gun.....Doz. [illegible]**

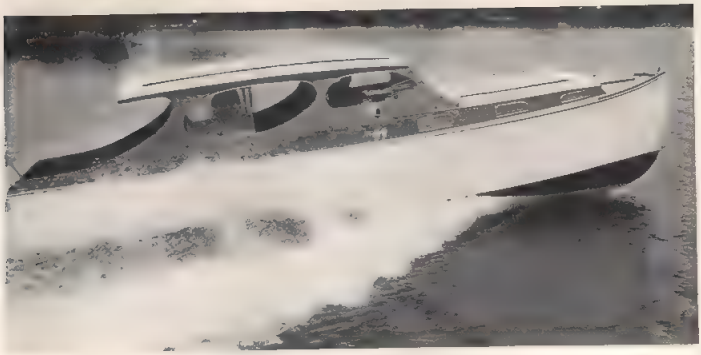
No. 36
Pop Gun

No. 46
Pop Gun

No. 42
Cork Gun

No. 39
Dart Gun

# COLONIAL CRUISERS



## Going Places!

### The new 36 foot Colonial Cruisers are Going Places!

GOING PLACES in popularity as well as in speed. No wonder though, for here are quality cruisers appealing to the eye, pleasing in styling and appointments.

When going places on a cruise there is no need to poke along. Speeds up to 30 m.p.h. may be had with twin engines.

There is plenty of room for all on a Colonial. There is never a feeling of being crowded. The three stateroom Wanderer as pictured has comfortable inner spring sleeping accommodations for six persons. There is a large galley planned for full meal preparation and a refrigerator with 13 cubic foot capacity. The "Powder Room" has an attractive built-in vanity. There is a huge full length clothes locker. And the after cockpit is large enough for fishing.

There is also the Sport Cruiser with 16 foot open cockpit protected from the weather with complete windshield and canopy. In this model four can cruise in absolute comfort.

Colonials are practical boats from all angles. They are designed and built to win the approval of experienced yachtsmen.

The trunk cabin design of the Colonials affords greater safety and better cabin ventilation. There are wide side decks with the hand rails located on the trunk cabin and canopy top high enough to be reached naturally and with safe purchase

•

*See how easy it is to handle the anchor and lines in rough water without being on deck. This is a Colonial feature seldom found in other makes.*

•

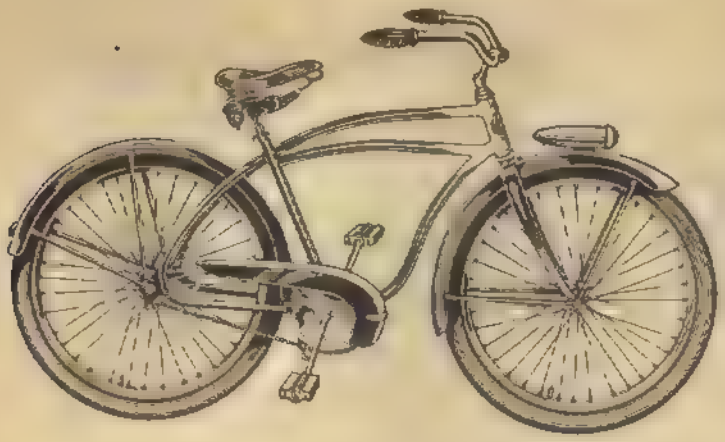
Only a limited number of Colonials will be available in 1949. An early order will assure delivery.

*FOR INFORMATION WRITE*

**COLONIAL BOAT WORKS, INC.** Drawer 309 Millville, New Jersey

# Bicycles

## Colson



### Men's—Double Bar

Frame—Double bar, 18 in. seat post.
Fork—All forged steel, chrome truss rods.
Cranks—6½ inch offset cranks. 26 and 10-tooth sprockets, chromium plated. Diamond roller chain.
Handlebar—Scout bar, Wald No. 3 stem, with rubber grips.
Mudguards—Wide deep V crown.
Wheels—Enameled rims, double tube 26x2¼ inch tires, [illegible] hub.
Brake—[illegible]
Saddle—[illegible]
Pedals—[illegible]
Accessories—Reflector tail light and Delta torpedo head light on front fender and Colson chain guard.
Finish—Maroon with attractive white trim and out[illegible] green stripe.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9920 | 03269 | 59 | $64.80 |

One in a carton.

### Juvenile—Boys'—Double Bar

Frame—Double bar, streamlined with curved rear forks. 14 inch seat post.
Fork—All forged steel.
Cranks—4½ inch cranks. 18 and 7-tooth chromium plated sprockets. Diamond roller chain.
Mudguards—Wide deep V crown.
Wheels—Enameled steel rims with single tube 20x2 inch balloon tires. Colson front hub. Coaster brake rear hub.
Handlebar—Scout Jr., with Wald No. 3 stem and rubber grips.
Saddle—Troxel No. 837 A.
Pedals—Torrington Jr.
Accessories—Ruby reflector.
Finish—Black, blue, green, maroon or red with deluxe white trim fully outlined.

| Stock No. | Mfr's. No. | lb Each | Fact. List EACH |
|---|---|---|---|
| 66H 9923 | 05209 | 44 | $42.95 |

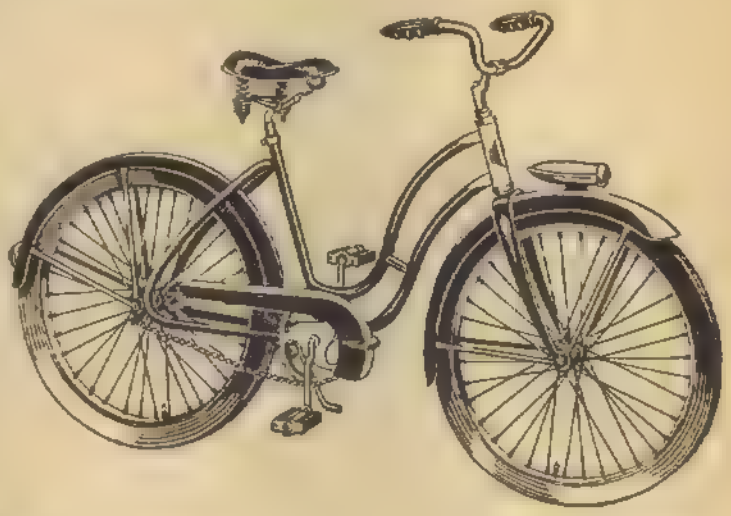
One in a carton.

### Ladies—Double Bar

Frame—Ladies' style double bar. 18 inch seat post.
Fork—All forged steel.
Cranks—4½ inch offset cranks. 26 and 10-tooth sprockets, chromium plated. Diamond roller chain.
Mudguards—Wide deep V crown.
Wheels—Enameled drop center steel rims with double tube 26x2 inch balloon tires. Colson front hub.
Brake—Wald Departure.
Handlebar—No. 5, 20 inch with Wald No. 3 stem and rubber grips.
Saddle—Troxel No. 651 A.
Pedals—Torrington No. 3 N.
Accessories—Colson chain guard, Colson stamped luggage carrier, ruby reflector tail light, tank with built-in electric horn and white enameled self-contained electric headlight.
Finish—Blue with attractive white trim.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9921 | 05269 | 57 | $61.80 |

One in a carton.



### Juvenile—Girls'—Double Bar

Frame—Ladies' style, double bar, with curved rear forks. 14 inch seat post.
Fork—All forged steel.
Cranks—4½ inch cranks. 18 and 7-tooth chromium plated sprockets. Diamond roller chain.
Mudguards—Wide deep V crown.
Wheels—Enameled steel rims with single tube 20x2 inch balloon tires. Colson front hub. Coaster brake rear hub.
Handlebar—Scout Jr. with Wald No. 3 stem and rubber grips.
Saddle—Troxel No. 825-A saddle.
Pedals—Torrington, Jr.
Accessories—Ruby reflector.
Finish—Black, blue, green, maroon or red with deluxe white trim fully outlined.

| Stock No. | Mfr's No. | lb Each | Fact. List EACH |
|---|---|---|---|
| 66H 9923 | 05209 | 42 | $42.95 |

One in a carton.

# Bicycles

## Colson

### Olympic—Boys

Frame—Double bar, 18 inch seat post.
Fork—All forged steel chrome truss rods
Cranks—6½ inch offset cranks, 26 and 10 tooth sprockets, chromium plated. Diamond roller chain
Handlebar—Scout, with rubber grips
Mudguards—Wide deep V crown
Wheels—Enameled rims, double tube 26x2⅛ inch tires. Colson front hub.
Brake—New Departure
Saddle—Troxel
Pedals—No. 3 Torrington.
Accessories—Chainguard
Finish—Maroon with white trim.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9932 | 03569 | 57 | $60.55 |

One in a carton

### Olympic—Girls

Frame—Double bar, 18 inch seat post
Fork—All forged steel
Cranks—6½ inch offset cranks, 26 and 10 tooth sprockets, chromium plated. Diamond roller chain
Mudguards—Wide deep V crown
Wheels—Enameled rims, double tube 26x2⅛ inch tires. Colson front front hub
Brake—New Departure
Handlebar—20 inch with rubber grips
Saddle—Troxel
Pedals—Torrington No. 3
Accessories—Chainguard
Finish—Blue with white trim.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9933 | 05569 | 57 | $60.55 |

One in a carton.

## Mercury

### Men's—Super Deluxe

Frame—19 inch hydrogen brazed. All joints reinforced for double strength
Fork—Drop forged with twin spring assembly
Fenders—Gothic design
Truss Rods—Chrome plated
Crank—One piece drop forged with 7 inch throw
Rims—All steel [illegible] chrome plated
Coaster Brake—Musselman
Pedals—Torrington No. 10
Tires—U.S. Royal, white side wall 26x2.125 inch balloon with inner tube
Saddle—Troxel, tan Vinyl plastic, waterproof top. Compound chrome plated springs
Handlebar—Torrington U bar
Grips—Textile, black
Chain Guard—New Deluxe design with chrome trim and reflector
Luggage Carrier—New airplane design with jet like blister
Parking Stand—Side kick-up type, chrome plated
Tank—Streamlined with attractive paneling and striping
Headlight—Delta, two-tone Roadliter
Horn—Delta unit in tank
Finish—Black baked enamel with Vermilion and grey panels and striping

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9910 | F-28 | 71 | $84.35 |

One in a carton

### Ladies'—Super Deluxe

Frame—19 inch hydrogen brazed. All joints reinforced for double strength
Fork—Drop forged with twin spring assembly.
Fenders—Gothic design
Truss Rods—Chrome plated
Crank—One piece drop forged with 7 inch throw
Rims—All steel book-type channel design, chrome plated
Coaster Brake—Musselman
Pedals—Torrington No. 11
Tires—U.S. Royal, white side wall 26x2.125 inch balloon with inner tube
Saddle—Troxel, white Vinyl plastic, waterproof top. Compound chrome plated springs
Handlebar—Torrington U-bar
Grips—Textile, white
Chain Guard—New Deluxe design with chrome trim and reflector
Luggage Carrier—New airplane design with jet-like blister
Parking Stand—Side kick-up type, chrome plated
Tank—Streamlined with attractive paneling and striping
Headlight—Delta, two-tone Roadliter
Horn—Delta unit in tank
Finish—Fathom blue baked enamel with peacock blue and grey panels and striping

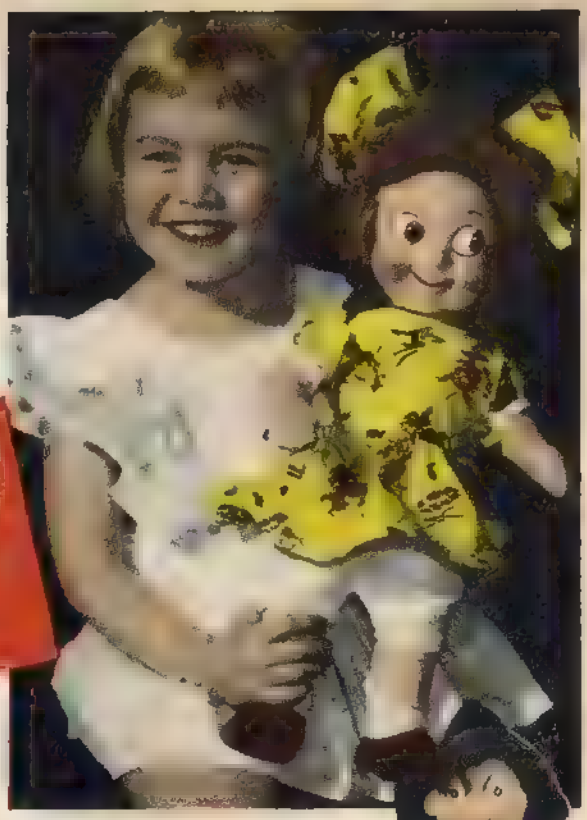
| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9911 | F-29 | 69 | $84.35 |

One in a carton.

*Everybody loves 'em...*

# EVERYBODY BUYS 'EM

# COMIC STRIP DOLLS



LITTLE ODIE

DAGWOOD

SNUFFY SMITH

## YEAR 'ROUND SELLERS

Your favorite comic strip characters come to life in these new COMIC STRIP DOLLS. Children go wild over them . . . Parents admire their unique construction and delight in the true-to-life clothing imitations. All dolls are the soft body type, colored with non-toxic paints. Each is individually packaged in a 4 color original comic strip box with a cellophane front. Made to retail up to $4.95.

**BE SURE TO VISIT OUR FAMILY AT THE TOY FAIR**

**Room 535 Hotel New Yorker**

WRITE TODAY for FURTHER INFORMATION to

*Exclusively Manufactured by*

**COLUMBIA TOY PRODUCTS**

809 CHERRY • KANSAS CITY • MO.

COPYRIGHT KING FEATURES SYNDICATE

No. 186-3 Table Recorder

GENERAL ELECTRIC CO.

## ELECTRONIC TOYS

**No. 186-3 Table Record Player.....Ea. $26.70**
This all metal unit is the only complete, all electric toy phonograph that has been approved by the Underwriters' Laboratory on the market today. This means that children are protected against fire and shock. Distinctively styled for children and teen agers, the bright red and blue steel case which includes a turntable, is beautifully lithographed and sturdily built to withstand rough handling.

Constructed like the larger units, it employs two tubes, one as an amplifier and the other as a rectifier. Combination on and off switch and volume control is conveniently mounted on the side. High Tone quality in the instrument is accomplished by means of an excellent 4" permanent magnet speaker, mounted in the case.

No. 2-A-3 Play Talk

**No. 2-A-3 Playtalk.....Ea. $53.30**
Here's a fascinating toy that shows no season. Yes, the Playtalk is new. It is bound to be a big drawing card for the small fry. They can record their own voices, put on their own little plays, take sections of their favorite programs off the air and practice for their future roles on the Big Time in radio and television.

It is not only excellent entertainment for them but is painless education. It helps to overcome self-consciousness, teaches them to speak more clearly, improves diction and will develop poise—all qualities the proud parent wants in Junior.

The Playtalk records and plays back instantaneously. Uses low priced discs that are easy to obtain. Discs can be used again and again or may be kept permanently. More than two minutes playing time. Equipped with magnetic disc recorder head. Combination recording and playback tone arm. Employs 2 radio tubes. Only 2 switches to operate. Two discs supplied with each instrument. Entire unit Underwriters' approved.

**Extra Discs for Playtalk.....Pkg. $1.34**
Each package contains six discs for the Playtalk.

**No. 2-A-1 Electronic Console Record Player .....Ea. $49.30**
Here's a brand new console record player made by General Electric that will bring a cheerful shout from every youngster who sees it. Bright, colorful and distinctively styled for young folks, this new G-E Toy Console Record Player provides high quality record reproduction in a small unit, easily handled by little tots.

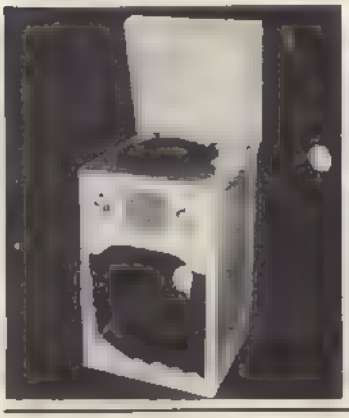
This unit is one of the new few complete, all electric toy phonographs that have been approved by the Underwriters' Laboratory. Meeting the modern demand for educational toys this new Toy Record Player will provide a continual source of pleasure for children.

This new Toy Record Player includes a turntable which is sturdily built into a pastel-ivory painted cabinet handsomely decorated with decals and is designed to withstand rough handling. Combination on-off switch and volume control is conveniently mounted near the turntable. Easy access to the tube is provided. A high output crystal cartridge is mounted in the tone arm and 6 needles are packed with each unit.

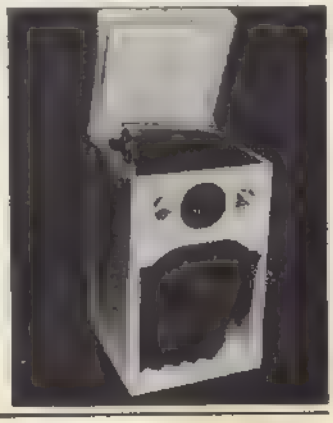
**No. 2-A-2 Radio-Phonograph.....Ea. $66.00**
Its the General Electric Radio-Phonograph Combination for children. This is a deal with three way appeal. Every child wants his own radio-phonograph; every parent wants to protect the high priced model in the home. They can all get together and be happy with this new colorful General Electric combination especially designed for little folks.

This combination is equipped with the following three tubes and one rectifier. Combination on-off volume control. Radio tuning control. Selector switch for phonograph or radio. High output crystal cartridge for phonograph. Record storage space for 10" or 12" albums. Simple layout of controls for easy operation. 5¼" G-E Alnico 5 speaker. Six-foot heavily insulated cord. Entire unit Underwriters' approved.

No. 2-A-1 Electric Console Record Player



No. 2-A-2 Radio Phonograph



Fighting Men

No 3A Cow Boys and Indians

No. 9 Walt Disney Characters

No. 103 Car Set

MODEL CRAFT INC.

## MODELING SETS

**No. 103 Car Set**.....**Doz. $16.00**
This set contains a coal truck, racer, sedan, roadster.

**No. 104 Farm Animal Set**.....**Doz. $16.00**
This set contains, Tobby Cat, Porkie Pig, Tippy Dog, Teddy Pony.

**No. 1A Zoo Set**.....**Doz. $32.00**
This set contains, Bear, Panda, Ostrich, Leopard, Monkey.

**No. 2A Indian Tribe Set**.....**Doz. $32.00**
This set contains Indian Chief squaw with Papoose, Warrior, Tom-Tom player, Teepee.

**No. 201 Big City Set**.....**Doz. $32.00**
This set contains, Racer, Sedan, Roadster, Coal Truck, Oil Tanker, Panel Truck, Station Wagon Jet Plane.

**No. 3A Cowboy and Indian Set**..**Doz. $32.00**
This set contains, Eagle Feather, Lightfoot, Roy, Gene, Sliver (Horse).

**No. 5 Miscellaneous Set**.....**Doz. $40.00**
This set contains, Sleeping Mexican, Dog, Owl, Cockatoo, Cocker Spaniel Head, Plaque.

**No. 18 Wizard of Oz Set**.....**Doz. $40.00**
This set contains, Dorothy, Tin Woodman, Toto, Scarecrow, Great Wizard, Cowardly Lion.

**No. 8 Soldier Set**.....**Doz. $40.00**
This set contains, Sailor, Marine, Commando, Pilot, Jeep.

**No. 18 Wild West Set**.....**Doz. $48.00**
This set contains, Wild Bill, Texas Kate, Pronto (Indian on horse), Steer, Chuck Wagon (with wheels), Tony (Cowboy Pony).

**No. 15 Walt Disney Set**.....**Doz. $48.00**
This set contains, Bambi, Dumbo, Joe Carioca, Goofy, Flower, Thumper

**No. 9 Walt Disney Set**.....**Doz. $48.00**
This set contains, Mickey Mouse, Minnie, Pluto, Donald Duck, Mickey's Nephew, Donald's Nephew

**No. 10 Farm Set**.....**Doz. $48.00**
This set contains, Judy, Hiram with dog, Jack with pigs, Beulah Cow, Dobbin Horse and Tractor.

**Five Pounds of Modeling Powder** **Doz. $10.80**

HERBERT GEORGE CO.

## ROY ROGERS BINOCULARS AND CAMERA

**No. RRB Roy Rogers Binoculars**....**Doz. $45.60**
Adjustable for eye separation and focal length. Complete with simulated leather shoulder strap. Wide field of vision.

**Carrying Case for Binoculars**.....**Doz. $9.00**

**No. RRC Roy Rogers Camera**.....**Doz. $45.60**
Takes 12 pictures on any 620 roll. Made of unbreakable plastic, beautifully finished. Precision made, extremely easy to operate.

**Herco Flex Camera**.....**Doz. $78.00**
Takes 12 pictures on any 620 roll. Optically ground and pitch polished lenses. Positive shutter, easily operated by a child. Streamlined, ultra modern.

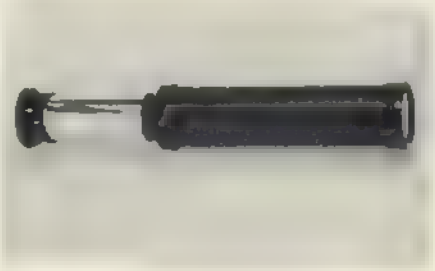
**Carrying Case for Herco Flex Camera**.....**Doz. $18.00**

**No. 5XA Telescope**.....**Doz. $15.00**

No. RRB Roy Rogers Binoculars

No. RRC Roy Rogers Camera

Herco-Flex Camera



No. 5XA Telescope

# Correct Craft Inc.

When better lines and greater eye appeal are required, CORRECT CRAFT leads.

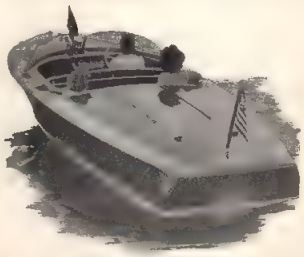
## For Greater Performance at Lower Prices—
## Check CORRECT CRAFT Before You Buy!

Correct Craft boats are built for smooth, dry riding. Every boat is constructed according to strict Correct Crafts standards and carefully inspected at every stage to insure for you the great value that only Correct Craft gives. We double plank all boats in the 18', 19'6", 21, 27 and 32' models. To our knowledge, we are the only manufacturer in the United States to do this. We double plank bottom, sides and decks with cedar, fir or mahogany reinforced with a layer of treated canvas between. The heavy outside planking is mahogany. Correct Craft boats are heavily trussed with extra fastenings to withstand high speeds over rough water. In every Correct Craft price class, you are assured of highest quality workmanship and materials and a truly engineered-for-performance design.

Graceful lines of a real queen—the 32' Sedan. Sleeps 4 in 2 separate staterooms. Completely equipped with convenient galley and toilet. Shower bath is optional. Correct Craft design affords excellent ventilation, luxurious roominess and smooth riding comfort. Powered with twin or single screw engines. $8,395 single screw $9,960 twin screw.

New 1949 Correct Craft Jr., the same in boat building perfection. A leader in 47 and 48—the new improved 49 Jr. will outperform and outsell any other boat in its price class. 15'6" an add'l one foot beam at 6" more. Bare new equipped forward with a set of dry planing rails, making hairpin turns easy. Priced from $1290 to $1665 depending upon horsepower and interior arrangements.

*When traveling the East Coast of Florida either by boat or car you are invited to visit our yard in Titusville, just south of Daytona on Route 1, or our Pinecastle plant just off Route 17 & 92 at Orlando. If traveling by car, we suggest you drive your boat home. We build trailers. They are available at slight extra cost. No charge will be made for hitch.*



The New 1949 19'6" Deluxe Custom Built Runabout. Dual cockpit forward seats 5 persons comfortably. Also available in utility model. Extreme beam and flare assures dry riding under all water conditions. This boat is being shown at the National Motor Boat Show along with many other Correct Craft Models. Look for them on the main floor at Grand Central Palace.

*See the new 1949—25' 8'10" beam Correct Craft Express Cruiser, sleeping 2. May be arranged to sleep 4. Complete in every detail including galley and toilet. $4243 up.*

ALL PRICE QUOTATIONS AT FACTORY

22 YEARS OF BOAT DESIGNING AND BUILDING EXPERIENCE.
16 DIFFERENT MODELS FROM RUNABOUTS TO 32 CRUISERS.

Will place a few additional dealers in 1949

Correct Craft Inc. PINECASTLE and TITUSVILLE FLORIDA

# BLOCK CITY

**The Most Talked-About Toy AT THE FAIR**

Big news like **BLOCK CITY** travels fast. The trade secret we wouldn't tell before is the talk of the trade today, thanks to your enthusiastic acceptance. Yes, **BLOCK CITY** is the most thrilling construction toy ever created! It's colorful. It's timely. And there's no limit to its appeal to boys and girls of every age!

● **NO Prefabricated Construction Toy has EVER Matched AUTHENTIC BLOCK CITY**

**YOU CAN MAKE BIG PROFITS ON THIS SUPER-CONSTRUCTION TOY!** ★ It's packaged in an attractive, 4-color compartmented box. ★ Three available sizes are priced to cover the market. Difference of sets is in quantity of materials included only. Additive feature insures repeat sales. ★ Every set contains — shatter-proof, gleaming, washable plastic building blocks and half blocks, to scale 1/16th. — Doors, coping, windows, lintels, and corner windows of bright colors. — A generous supply of roofing material. — A 12-page instruction booklet, with plans for building everything from doghouse to skyscraper.

TRI-STATE TOYS

**TRI-STATE PLASTIC MOLDING COMPANY**

**HENDERSON, KENTUCKY**

See BLOCK CITY at our New York Showrooms 12 East 41st Street Murray Hill 3-6572

# CRAWFORD FIELD

... the **NEW** exciting, magnetic toy
for the modern, air-minded American boy

**Magnetic**
**ower Action Toys**

**HERE'S WHAT THE BOYS GET—**

Large 24x12" Masonite Board with Airfield layout.
3 colorful, die-cut buildings—2 hangers, 1 Administration.
3 miniature, magnetic powered United Mainliner 300 planes.
2 control magnets.
1 instrument landing device.
Durable, easy-to-assemble supporting stand gives complete freedom for operating planes from underside of board.
Instruction sheet and illustrated booklet "Mainliner Flight Plan—The Story of United Air Lines Flight Operation".

## *Hours of Play Value...*

### Means volume sales and big profits for you

**Lots of play value—authentic Airfield—scale model planes—authentic buildings and ground layout. Planes take off and land with fantastic realism. Easy to assemble! No batteries—no plug-in. Nothing to bolt or screw—nothing to cut out or glue. Entire toy folds flat for easy storage. Packed in sturdy box with colorful, eye-appealing label.**

**Here's safe, clean, fascinating, highly educational fun for all at low cost. Here's big, year-round volume and profits for you.**

**Manufactured By**
**CRAFTALL INC.**
**2253 SOUTH HALSTED ST.**
**CHICAGO 8, ILL.**

*Coming...*
A New CRAFTALL Magnetic Village Action Toy

*Coming...*
Sammy Sling, the Hot-shot of Target Games

**$3.45** SUGGESTED RETAIL PRICE

**SALES REPRESENTATIVES**

**LINDSAY-BERGSTROM CO.**
Mercantile Bldg., Denver, Colorado. Covering Arizona, Idaho, Montana, New Mexico, Utah, Wyoming

**GEO. H. MILLER**
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**T. F. SANFORD CO.**
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**LINDEN THORESON**
402 S. Ervay St., Dallas, Texas. Covering Arkansas, Louisiana, Oklahoma, Texas

**JOHN HOWARD SHAIN**
Wynnewood, Pa. Covering D. C., Maryland, New Jersey and Penna.

**CHAS. F. DAVIS**
31 N. Broad St., Johnson City, N. Y. Covering Connecticut, Delaware, Massachusetts, Maine, New Hampshire, New York, Rhode Island, Vermont

Freight, First Class

## CROSMAN SILENT RIFLES

### A FAVORITE RIFLE FOR TARGET AND SMALL GAME SHOOTING

**RIFLED BARREL**—The Crosman Silent Rifle has a spirally grooved or rifled barrel, with all the hair-splitting accuracy this implies. You hit exactly where you aim!

**ADJUSTABLE POWER**—Four to six strokes of the "pump" mechanism give exactly the power you want for accuracy and safety indoors or at short ranges.

**NO RECOIL**—Despite its super-power, the Crosman Silent Rifle has no recoil whatsoever. You can fire it while holding the butt against your nose without the slightest discomfort.

**NO NOISE, ODOR OR FLASH**—Being powered by compressed air, these drawbacks of powder-powered ammunition are eliminated.

**THE RIFLE THAT HAS POWER — WITHOUT POWDER.**

**LOW COST AMMUNITION**—Shooting the Crosman Silent Rifle with Crosman Super Pells (the only ammunition with which satisfactory results can be promised) costs less than ⅓ of a cent per shot.

**NO CLEANING—NO BULLET SPLATTER:** Crosman Super Pells are greaseless, cannot foul the barrel. Spool shaped, they go where they are aimed, hit without splatter.

**STOCK**—Target type with semi-pistol grip; oil-finished.

**BARREL**—Rustless super-bronze, rifled. Requires no cleaning.

**FOREARM**—"Clickless" silent type.

**ACTION**—Sliding bolt, rugged and fast.

**SIGHTS:** Government-type blade front sight; rear peep adjustable for windage, elevation.

**TRIGGER PULL**—Light, smooth; no take-up or creep.

**AMMUNITION**—Crosman Super Pells, spool-shaped, greaseless.

**LENGTH and WEIGHT**—35 inches; perfect balance; weight about 6 lbs.

| | Retail, Each |
|---|---|
| **No. P3239-100—Rifles;** .177 cal., single shot | $19.80 |
| **No. P3239-101—Rifles;** .22 cal., single shot | 19.80 |
| **No. P3239-102—Rifles;** .22 caliber, magazine, (20 shot) | 22.60 |

One in Carton

## CROSMAN SUPER PELLS

An all-purpose ammunition designed and manufactured for use with Crosman Silent Rifle. Each super-pell is formed by a steel die, (not cast) and is finished by special process which removes all air catching edges that would decrease accuracy. 500 Pells in box.

| | Retail, Per Box of 500 |
|---|---|
| **No. P3239P1—Super Pells;** .177 caliber | $1.50 |
| **No. P3239P2—Super Pells;** .22 caliber | 1 88 |

Five Hundred in Box

## CROSMAN BELL TARGET HOLDERS

"BULLSEYE"

Target holder of heavy japanned ⅛ in. steel; with 4 inch gong which registers each bullseye Target stands alone or can be hung on post.

| | Retail, Each |
|---|---|
| **No. P3239T5—Targets;** height 7 in.; width 5½ in.; weight each 7 lbs. | $2.00 |

## AUTOMATIC "DODO" TARGETS

For indoor or outdoor shooting; operates automatically; made of steel and iron heavily japanned.

| | Retail, Each |
|---|---|
| **No. P3239-202—Targets;** size 3⅛x10½ in.; wt. each 2 lbs. | $2.50 |

Twelve in Case

## THE CROSMAN "BULLSEYE"

**Designed and Balanced Primarily for Target Shooting**

A target pistol with perfect accuracy, balance, finish and workmanship Uses power without powder through the efficient use of compressed air, is deadly accurate at ranges up to 30 feet.

**SPECIFICATIONS:**

**Barrel**—8⅜ in. long; rustless super-bronze, rifled for perfect accuracy.

**Grip**—Checkered tenite; unbreakable sights—Front, blade type; rear, open, adjustable.

**Finish** -All metal is blued

**Trigger Pull** 3½ lbs. as preferred by most experts.

**Ammunition** 177 caliber Crosman Super-Pells

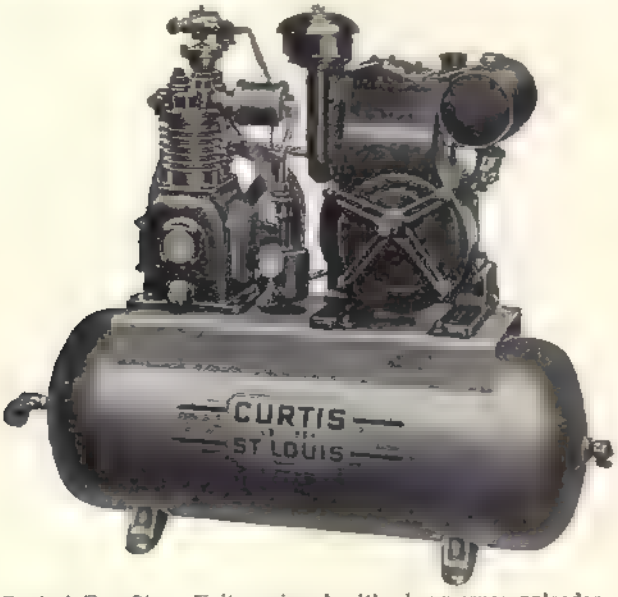
| | Retail, Each |
|---|---|
| **No. P3239-105—Pistols;** .177 caliber single shot; length overall 11⅜ in.; weight each 31 ounces | $14.95 |
| **No. P3239-106—Pistols;** .22 caliber single shot, otherwise same as above | 14.95 |

One in Carton

# AIR COMPRESSORS

### Style VG—Air-Cooled Gasoline-Driven Units

These units are for use where electric current is not available, and in the smaller sizes are especially suited for outlying service stations, garages, refreshment stands, tourist camps, tire service trucks and the like. The two-stage units are especially adapted to use with portable lubrication equipment for servicing tractors and other contractors' equipment.




Typical Two-Stage Unit equipped with air-pressure unloader

### Specifications

Standard units include hand unloader on compressor permitting engine to be started with compressor unloaded. Automatic stopping device standard equipment on VC-153 units. On 1 H.P. and larger sizes, either automatic stopping device (for intermittent service) with or without low pressure alarm, or air pressure unloader (for continuous service) furnished at extra charge. All compressors provided with screen type suction strainer and muffler.

Engines are air-cooled with flywheel magneto and fuel tank. One H.P. and larger equipped with oil bath air cleaner.

Units used with lubrication equipment for servicing contractors' equipment should be equipped with air pressure unloader and the compressor equipped with oil bath air cleaner, in view of the dust conditions generally prevailing in this particular use.

Style "W" Base mounted outfits (without tank) with gasoline engine drive, also available.

### Data—Gasoline Engine Driven Compressor Outfits, Single Stage

| Outfit No. | Cu. Ft. Displ. | Compr. No. | Compr. Speed | Engine H P. |
|---|---|---|---|---|
| **SINGLE-STAGE** | | | | |
| VG-153 | 3.0 | 15 | 575 | ¾ |
| VG-305 | 4.5 | 30 | 550 | 1 |
| VG-406 | 6.8 | 40 | 475 | 1¾ |
| VG-507 | 10.86 | 50 | 600 | 2¾ |
| VG-808 | 14.5 | 80 | 400 | 3 |
| VG-808-A | 14.5 | 80 | 400 | 3 |
| VG-809 | 21.7 | 80 | 600 | 5 |
| VG-809-A | 21.7 | 80 | 600 | 5 |
| **TWO-STAGE** | | | | |
| VG-886 | 6.12 | 88 | 500 | 1¾ |
| VG-886-A | 6 12 | 88 | 500 | 1¾ |
| VG-907 | 10.0 | 90 | 650 | 2¾ |
| VG-907-A | 10 0 | 90 | 650 | 2¾ |
| VG-958 | 14.0 | 95 | 500 | 3 |
| VG-958-A | 14 0 | 95 | 500 | 3 |
| VG-959 | 20 0 | 95 | 720 | 5 |
| VG-959-A | 20 0 | 95 | 720 | 5 |

| Outfit No | Working Pressure, Lbs. | Size Tank, Inches | Tank Capy. in Gals. | Domestic Shipping Wt., Lbs. |
|---|---|---|---|---|
| **SINGLE-STAGE** | | | | |
| VG-153 | 150 | 16x41 | 30 | 270 |
| VG-305 | 150 | 16x41 | 30 | 370 |
| VG-406 | 150 | 20x50 | 60 | 470 |
| VG-507 | 150 | 20x50 | 60 | 500 |
| VG-808 | 150 | 20x50 | 60 | 700 |
| VG-808-A | 150 | 20x66 | 80 | 820 |
| VG-809 | 150 | 20x50 | 60 | 800 |
| VG-909-A | 150 | 20x66 | 80 | 900 |
| **TWO-STAGE** | | | | |
| VG-886 | 175 | 16x41 | 30 | 485 |
| VG-886-A | 175 | 20x50 | 60 | 575 |
| VG-907 | 175 | 16x41 | 30 | 500 |
| VG-907-A | 175 | 20x50 | 60 | 600 |
| VG-958 | 175 | 20x50 | 60 | 715 |
| VG-958-A | 175 | 20x66 | 80 | 830 |
| VG-959 | 175 | 20x50 | 60 | 800 |
| VG-959-A | 175 | 20x66 | 80 | 900 |

A.S.M.E. specification tanks are standard equipment on all Curtis tanks. For Massachusetts requirements, write for price list

### Electrically Driven

These units incorporate two-stage air compressors which provide higher pressure; and because of being two-stage they are more efficient, have lower discharge air temperatures, are quieter in operation and have longer life. Designed for heavy duty, continuous high pressure service.

Single-Stage units are also available.

443-1-48

## Number of Tools That Can Be Operated by Various Size Portable Compressors

The number of tools that can be operated from various size compressors is dependent on a great many factors, such as leakage, worn hose, and tools that are not in the best operating condition. It is also based on a factor of intermittence which assumes that all of the tools are not being operated simultaneously. Therefore, many conditions may develop where a lesser number of tools or a greater number of tools can be operated than shown in the tabulation.

| SIZE COMPRESSOR, Cu. Ft. | | 60 | | 85 | | 105 | | 160 | | 210 | | 315 | | 365 | | 420 | | 500 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| PRESSURES | | 70 Lb. | 90 Lb. | 70 Lb. | 90 Lb. | 70 Lb. | 90 Lb. | 70 Lb. | 90 Lb. | 70 Lb. | 90 Lb. | 70 Lb. | 90 Lb. | 70 Lb. | 90 Lb. | 70 Lb. | 90 Lb. | 70 Lb. | 90 Lb. |
| ROCK DRILLS 25-40 lbs. | Wet or Dry | 1 | 1 | 2 | 1 | 2 | 2 | 4 | 3 | 5 | 3 | 7 | 5 | 8 | 6 | 10 | 7 | 13 | 9 |
| | Blower Style | 1 | | 1 | 1 | 1 | 1 | 3 | 2 | 4 | 3 | 6 | 5 | 7 | 6 | 9 | 6 | 11 | 8 |
| 40-50 lbs. | Wet or Dry | | | 1 | 1 | 2 | 1 | 3 | 2 | 4 | 3 | 6 | 4 | 7 | 5 | 8 | 6 | 11 | 8 |
| | Blower Style | | | 1 | | 1 | 1 | 2 | 1 | 3 | 2 | 5 | 3 | 6 | 4 | 7 | 5 | 9 | 6 |
| 50-65 lbs. | Wet or Dry | | | 1 | | 1 | 1 | 2 | 1 | 3 | 2 | 5 | 3 | 6 | 4 | 7 | 5 | 9 | 6 |
| | Blower Style | | | 1 | | 1 | 1 | 2 | 1 | 4 | 3 | 6 | 4 | 7 | 5 | 9 | 6 | 11 | 8 |
| 65-80 lbs. | Wet or Dry | | | | | | | | | | | | | | | | | | |
| | Blower Style | | | | | | | | | 2 | 1 | 3 | 2 | 4 | 3 | 4 | 3 | 5 | 4 |
| WAGON DRILLS 3" Bore | | | | | | 1 | | 1 | | 2 | 1 | 3 | 2 | 3 | 2 | 4 | 3 | 5 | 4 |
| 3 1/4" Bore | | | | | | | | | | 1 | | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| 4" Bore | | | | | | | | | | | | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| PAVING BREAKERS Up to 50 lb | | 2 | 1 | 3 | 2 | 4 | 3 | 6 | 4 | 7 | 5 | 12 | 9 | 14 | 10 | 18 | 12 | 24 | 15 |
| 50-70 lb | | 1 | 1 | 2 | 2 | 3 | 2 | 5 | 4 | 7 | 4 | 11 | 7 | 13 | 8 | 16 | 9 | 22 | 12 |
| Over 70 lb | | 1 | 1 | 2 | 1 | 2 | 1 | 4 | 2 | 5 | 3 | 9 | 5 | 10 | 6 | 12 | 8 | 16 | 10 |
| PILE DRIVERS 120-130 lbs. | | 1 | 1 | 2 | 1 | 2 | 1 | 4 | 2 | 5 | 3 | 9 | 5 | 10 | 6 | 12 | 7 | 16 | 10 |
| 150 lb. | | 1 | 1 | 1 | 1 | 2 | 1 | 4 | 2 | 5 | 3 | 9 | 5 | 10 | 6 | 12 | 7 | 16 | 10 |
| CLAY DIGGERS Light | | 2 | 1 | 3 | 2 | 4 | 3 | 7 | 5 | 10 | 7 | 18 | 13 | 20 | 15 | 22 | 16 | | |
| Medium | | 1 | 1 | 2 | 2 | 4 | 2 | 7 | 4 | 11 | 6 | 18 | 11 | 20 | 12 | 22 | 13 | | |
| Heavy | | 1 | 1 | 2 | 1 | 2 | 1 | 4 | 2 | 6 | 4 | 10 | 6 | 11 | 7 | 12 | 7 | | |
| BACKFILL TAMPERS | | 3 | 2 | 5 | 3 | 6 | 4 | 10 | 6 | 14 | 9 | 22 | 16 | | | | | | |
| SUMP PUMPS Low Head | | | | 1 | | 1 | 1 | 2 | 2 | 3 | 2 | 7 | 4 | 5 | 4 | 6 | 5 | 8 | 7 |
| Tandem High Head | | | | | | | | 1 | 1 | 2 | 1 | 2 | 2 | 3 | 2 | 4 | 2 | | |
| CONCRETE VIBRATORS Light Duty | | 2 | 2 | 3 | 2 | 5 | 4 | 9 | 7 | 13 | 9 | 20 | 15 | | | | | | |
| Medium and Heavy | | 1 | | 1 | 1 | 2 | 1 | 3 | 2 | 5 | 3 | 7 | 5 | 8 | 6 | 9 | 7 | | |
| AIR HOISTS** 2000 Lb Rope Pull | | | | | 1 | | 1 | | 2 | | 3 | | 4 | | 5 | | 6 | | 6 |
| 3500 Lb Rope Pull | | | | | | | | | | | | | 1 | | 1 | | 1 | | 1 |
| BIT GRINDER | | | | 1 | | 1 | 1 | 2 | 1 | 2 | 2 | 4 | 3 | | | | | | |
| RIVETERS 4" Stroke 9/16" Cap. | | 2 | 2 | 4 | 3 | 5 | 3 | 7 | 5 | 10 | 7 | 18 | 13 | * | * | * | * | * | * |
| 5" Stroke 9/16" Cap. | | 2 | 2 | 4 | 3 | 6 | 4 | 10 | 7 | 15 | 10 | 25 | 18 | * | * | * | * | * | * |
| 6" Stroke 9/16" Cap | | 2 | 2 | 3 | 2 | 5 | 3 | 8 | 5 | 12 | 8 | 19 | 14 | * | * | * | * | * | * |
| 8" Stroke 1 1/4" Cap | | 2 | 1 | 3 | 2 | 4 | 3 | 7 | 5 | 10 | 7 | 17 | 13 | * | * | * | * | * | * |
| 9" Stroke 1 1/4" Cap | | 2 | 1 | 1 | 2 | 4 | 3 | 7 | 5 | 10 | 7 | 17 | 13 | * | * | * | * | * | * |
| Jam Riveters | | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 2 | 4 | 3 | 8 | 6 | * | * | * | * | * | * |
| Comb. Jam Riveters | | 3 | 2 | 4 | 3 | 5 | 4 | 9 | 6 | 13 | 9 | 24 | 16 | * | * | * | * | * | * |
| Rivet Buster | | 2 | 1 | 3 | 2 | 4 | 3 | 7 | 5 | 10 | 7 | 17 | 13 | * | * | * | * | * | * |
| CHIPPING HAMMERS 1" Medium | | | | 5 | 4 | 7 | 5 | 11 | 8 | 15 | 12 | 22 | 17 | * | * | * | * | * | * |
| 2" Medium and Heavy | | 4 | 3 | 6 | 4 | 7 | 5 | 11 | 8 | 15 | 12 | 22 | 17 | * | * | * | * | * | * |
| 3" Heavy | | 4 | 3 | 6 | 4 | 7 | 5 | 11 | 8 | 15 | 12 | 22 | 17 | * | * | * | * | * | * |
| 3" General Work | | 3 | 2 | 5 | 4 | 6 | 5 | 14 | 9 | 15 | 10 | 27 | 18 | * | * | * | * | * | * |
| CALKING AND SCALING HAMMERS Light | | 8 | 4 | 8 | 6 | 13 | 8 | 22 | 15 | 30 | 20 | 45 | 32 | * | * | * | * | * | * |
| Light and Medium | | 6 | 4 | 7 | 5 | 9 | 7 | 16 | 12 | 19 | 14 | 28 | 21 | * | * | * | * | * | * |
| PORTABLE CIRCULAR SAW 12" Blade | | 1 | 1 | 2 | 2 | 3 | 2 | 6 | 4 | 9 | 6 | 15 | 10 | * | * | * | * | * | * |

*Compressor capacity more than that needed for usual number of tools. **Hoist figures based on 80 lb. pressure.

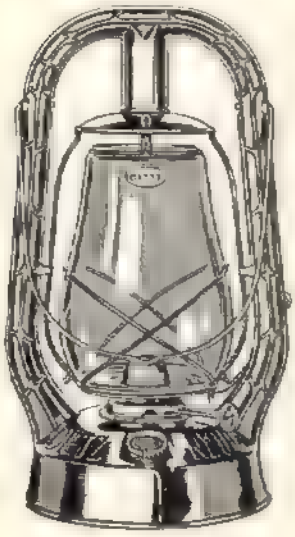
Above table condensed from "Compressed Air Handbook Engineering Data and Test Procedure" published by Compressed Air and Gas Institute

# DIETZ LANTERNS . . . TORCHES . . . DIETZ GLOBES

**Dietz**
**STREAMLINE**
**"LITTLE WIZARD"**

**Cold Blast — for Kerosene**

The little lantern with the big light. 11½" High. 6 C. Power. Fount Capacity, 16 oz. Burns 30 Hours. ⅝" Wick. Dietz "Little Wizard Loc-Nob" Globe. Made of Terne Coated Steel and Enameled Gray. Package, 1 dozen.



**Dietz**
**STREAMLINE**
**"MONARCH"**

**Hot Blast — for Kerosene**

The most popular Hot Blast Lantern. 13½" High. 4 C. Power. Fount Capacity, 16 oz. Burns 30 Hours. ⅝" Wick. Dietz "Fitzall Loc-Nob" Globe. Made of Terne Coated Steel and Enameled Gray. Package, 1 dozen

There are no lights available for night warning service that excel Dietz Lanterns for effectiveness. Their RED light shows the ONLY color that UNIVERSALLY means DANGER. Then—burning reliability in any kind of weather is assured. Finally—no other type of light gives equal service at such low cost.

DIETZ LANTERNS

## Dietz Highway Flare Torches

Dietz Torches are unexcelled for quality and burning reliability among devices of this character. Weighted spherical torches are balanced to right themselves if struck by passing vehicles. Built of 20-gauge steel for hard usage

**No. 87 (Weighted)**

**SPECIFICATIONS**

Holds 96 fluid ounces (3 qts.) of Kerosene. Burns More Than 30 Hours. 7½" High 8" Diam. ¾" Round Wick Gray Enameled Finish. Packed 2 in a Carton. Shipping Weight, 17 lbs

## Dietz Genuine Replacement Globes

**Dietz "Fitzall Loc-Nob" Globe**

For Dietz "Monarch" Lanterns.

**White . . . Ruby . . . Blue Green . . . Amber**

**Dietz "Little Wizard" Globe**

For Dietz "Little Wizard" and "Little Giant" Lanterns.

**Dietz**
**"LITTLE GIANT"**

**Cold Blast — for Kerosene**

Burns 70 hours without refilling.

11½" High. 8 C. Power. Fount Capacity, 32 oz. ⅝" Wick. Dietz "Little Wizard Loc-Nob" Globe. Made of Terne Coated Steel and Enameled Gray. Package, 1 dozen.

## Stamping and Enameling

For ownership identification, Dietz Lanterns can be obtained with name stamped in the metal—also enameled in any color. A small extra charge is made for these services.

74-1-45

## Gasoline Cans

Painted Red

Leakproof double seam construction. Hexagon screw cap. Large spout with screw cap. Wire bail with heavy wood grip. Ears securely riveted.

| Nos. | Per Dozen | Cap. Gals. | Size Ins. |
|---|---|---|---|
| 501 | | 1 | 6¼ |
| 502 | | 2 | 8⅛ |
| 505 | | 5 | 11 |

## Utility Measures

IC Tin

With

Funnel

| Nos. | Per Dozen | Capacity Quarts | Size Inches |
|---|---|---|---|
| 1 | | 1 | 4¼ x 7¼ |
| 2 | | 2 | 5⅜ x 9 |
| 4 | | 4 | 7 x11⅜ |

## Tin Dippers

Plain Tin

No. 2—Cap., 1 pint; size, 4⅝ x 1¹⁵⁄₁₆ inches.

Doz. ..

## Galvanized Cement Pails

Extra heavy. Double braced on bottom. Leakproof seams. Heavy bail handles. Heavy wire in top bead. Highest quality.

No. 540—Capacity, 14 qts.; size, 12x10¾ ins.

Per dozen ....

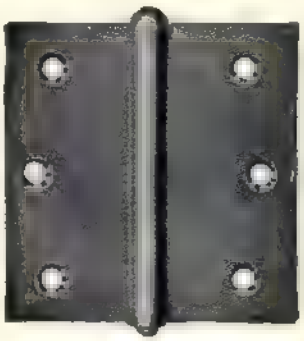
## Galvanized Funnels

Extra Heavy

With Brass Strainer

| No. | Per Dozen | Size Inches |
|---|---|---|
| 31 | | 9⅝x10 |
| 51 | | 12 x15⅛ |

## Loose Pin Butts



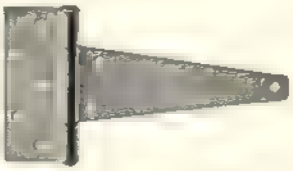
Narrow. Bright steel

| Length Inches | Per Dozen |
|---|---|
| 1 | |
| 1½ | |
| 2 | |
| 2½ | |
| 3 | |

## Strap Hinges

Bright steel. Light and heavy patterns.

| Closed Inches | Light Per Dozen | Joint Inches | Closed Inches | Heavy Per Dozen | Joint Inches |
|---|---|---|---|---|---|
| 3 | | 1⅛ | 8 | | 3 |
| 4 | | 1¼ | 10 | | 3⁷⁄₁₆ |
| 5 | | 1⅜ | 12 | | 4 |
| 6 | | 1⅝ | 14 | | 4 |



## T Hinges

Bright steel. Light and extra heavy patterns.

| Strap Inches | Light Per Dozen | Joint Inches | Strap Inches | Heavy Per Dozen | Joint Inches |
|---|---|---|---|---|---|
| 3 | | 2⅜ | 8 | | 5½ |
| 4 | | 2⅝ | 10 | | 7 |
| 5 | | 2¹⁵⁄₁₆ | 12 | | 8 |
| 6 | | 3¼ | 14 | | 8 |

## Safety Hasps

Bright steel. Has extra large slot cut the long way of strap and gives extra strength.

| Strap, Inches | Per Dozen | Joint, Inches |
|---|---|---|
| 2½ | | 1 |
| 3¼ | | 1⅛ |
| 4½ | | 1⅛ |
| 6 | | 1¾ |

## Hinge Hasps

Bright Steel.

| Length of Strap, Inches | Per Dozen | Screws Required |
|---|---|---|
| 3 | | 7 No. 7 |
| 4 | | 7 No. 7 |
| [illegible] | | 8 No. 9 |
| 8 | | 8 No. 9 |

# Disney Watches... Were 7.65 - Now 5.45

Disney Watches, always a favorite, now $2.20 less than last Christmas. The authentic little characters in the fairy movie colors delight youngsters. A protected dial in green, watches are accurate and reliable. Non-jewel movement runs 40 hours on one winding. Plated chrome plated cases are marked with tarnish-resistant stainless steel. Unbreakable crystal-clear plastic.

(A) Mickey Mouse Ball Point Pen. Children will love this clever pen that is both amusing and practical. Blue plastic barrel and cap with molded plastic head of Mickey. Metal clip. Pen 5¼ in. long. 53 TP 2263—Mickey Mouse Ball Point Pen. *Postpaid*... ..... 98c

(B) Donald Duck Ring. Donald, one of the best known cartoon figures, shows to good advantage silver ring. Is dressed in his familiar bright blue suit and is wearing his perky, blue sailor cap.
45 TP 4484 T—Donald Duck ring for girls (oval). *Postpaid* $1.20
45 TP 4483 T—Donald Duck ring for boys (square). *Postpaid* 1.20

(C) Bambi Ring. Boys and girls alike will take pride in this bright sterling silver ring with the raised head of Bambi. The shy little wood-land fawn looks just as he did in the Disney movie
45 TP 4493 T—Bambi ring for girls (oval). *Postpaid* $1.20
45 TP 4492 T—Bambi ring for boys (square). *Postpaid* .20

(D) Mickey Mouse Ring. Mickey is the original Disney character and still as popular with the youngsters as ever. Striking red and black colors of his suit stand out against the light background
45 TP 4482 T Mickey Mouse ring for girls (oval). *Prpd.* $1.20
45 TP 4481 T Mickey Mouse ring for boys (square). *Prpd.* 1.20

Bright Vinylite (washable plastic) straps are backed with soft leather. *State first and second choice of characters.* Sterling silver Disney character rings in two styles, oval for girls, square for boys. Bands adjustable to any average finger size. Mailed from Chicago. An attractively gift boxed. Rings and watches shown about actual size. Prices include Federal excise tax

(E) 45 T 47 Louie, one of Donald Duck's mischievous nephews, wears this amusing water and rain proof watch. Snap wt 9 oz $5.45

(F) 45 T 46 Dain y Snow White Watch, always a favorite with little girls. 8 color. Regular watch hands. Ship. wt. 9 oz..... $5.45

(G) 45 T 45 Daisy Watch. The sprightly, little black lamp stars in the newest Disney movie So Dear To My Heart." Wt. 9 oz $5.45

(H) 45 T 74 Daisy Duck Watch, another favorite with girls she coyly points to the time with her hands. Ship. wt. 9 oz $5.45

(J) 45 T 70 -Pluto Watch. Mickey's lovable pup with the sad face. His big, floppy ears tell the time. Ship wt. 9 oz $5.45

(K) 45 T 30– Pin ochio Watch The wooden puppet whose nose grew bigger and bigger every time he told a lie. Ship. wt. 9 oz $5.45

(L) 45 T 72—Jiminy Cricket Watch. He looks just as bright and chirpy as he did in the movie with Pinocchio Ship. wt. 9 oz. $5.45

(M) 45 T 71– Bambi Watch. So shy and gentle. His ears point out the time to help little folks keep punctual. Ship. wt. 9 oz..... $5.45

*Colors match mine, as nearly as possible with high-speed printing.*

*Owners of DOANE ships have been trailing them behind their cars for over 8 years.*

# DOANE *Speed Ships*

**HUNDREDS OF OWNER-ASSEMBLED DOANE SHIPS OUT-CLASS THE MOST EXPENSIVE FACTORY-BUILT BOATS**

**DOANE Ships From Pre-Cut Kits**
**← DOANE custom equipment and engines also used**

Mr. Curt is the owner assembler of this beautiful DOANE Runabout Cruiser. Model 22. Length over all 22 ft. 6 in. Beam 7 ft. 6 in. Draft 2 ft. 6 in. Powered with 150 h.p. Chris-Craft engine. Mr. Curt says it outperforms boats of much greater power.

Mr. Foster an American who is responsible for introducing streamlined, 5 passenger DOANE Hydrohome. Makes its native home in Sweden and now owns it.

Mr. Ogle has run his boat assembled Boating "30" for 8 years in hundreds of miles of smooth and rough water. Notes high hour for dryness and safety in rough going.

Mr. Roderka assembled this big roomy Utility that gives about 35 m.p.h. with 30 h.p. Inboard. It has more room than most 32-foot ready-to-run craft.

Motion picture shows his new model 26 FT Hydro-Cruiser is over 35 m.p.h. with 140 h.p. The only cruiser of its type with these design & power large cockpit and cabin and Safety Cabin steel-proof construction for the MANY speed ships he turns out here and there.

**12 Beautiful Models $99 Up**
**SAVE OVER 50%**

**DOANE Design** eliminates old-fashioned frames and all of the work with the interior. No work of any kind on pre-shaped ribs and bulkheads and stringers. Where required, the frames are pre-bent and pre-shaped. But almost complete frame assembly and planking is the normal, nearly quite all these parts with hundreds of sizes of regular. The racing boats also contain the famous DOANE Safety and Speed construction. This means extra strength with lightness that nearly double the maximum speed and economy.

**No rust, leaking or caulking** on these nearly seamless, easy to keep and run.

**Pay as you build.** Most kits can be shipped in 2 or 3 crates at slight extra charge.

START ASSEMBLING YOURS NOW

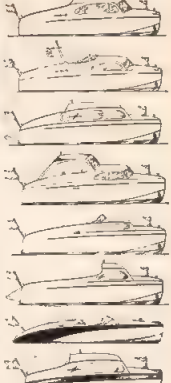
You can do it. Thousands of others have proven it. No boat experience necessary. But each kit by Doane, the boat you build is bound to be a real thrill. A real Ship that you can be proud of. Any craft which is not being there many years is free.

**PROMPT DELIVERY AT PRESENT ON MODELS**

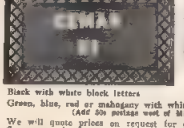
**Send 20c today for full information stating type in which you are interested**

**DOANE MARINE WORKS, Shippan Pt., Stamford, Conn.**

*Pioneers in plywood. Over 20 years in quantity kit production*



## BRIGHTEN UP YOUR YACHT
## *With a* RUBBER NAME MAT



Brighten up YOUR boat with a beautiful and practical name mat. Not only a splendid accessory for your boat but an unusually fine gift for your fellow yachtsmen. Made to order with your boat's name inlaid in a wide range of brilliant colors. Covers the cabin or deck house of your hand sized.

Standard Size—
10 x 30 inches — ½" thick

Black with white block letters $10.00
Green, blue, red or mahogany with white block letters $12.00
(Add 50c postage west of Mississippi River)

We will quote prices on request for other mats with yacht club flags, owner's flags, organization insignia and other special designs in any size.

*Dealer Inquiries Invited*

**NORRIS MANUFACTURING CO.** HAWTHORNE NEW JERSEY

*Really*
**BAKES • ROASTS**
**BROILS • BOILS • FRIES**
*in spite of seas and weather*

## JOY FOR COOKS & CREWS!

'Porthole Pete' Chamberlain's

## CONSTANT COOKER GALLEY RANGE

Designed and proved by a long-time ocean racing and cruising cooking expert. Keeps your ship's company happy with fine, piping hot meals. Burns coal, wood, briquets.

Heats fast from cold start. Draws in any weather. Oven and smoke pipe, right or left side, rail any height. Insulated. Proof against rust and corrosion. Two sizes, 25½" x 15½" 33½" x 16½". WRITE FOR CIRCULAR

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**RUDMAN & SCOFIELD, Inc.**

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## *For You!* THE NEW COLUMBIAN *Electric Capstan*

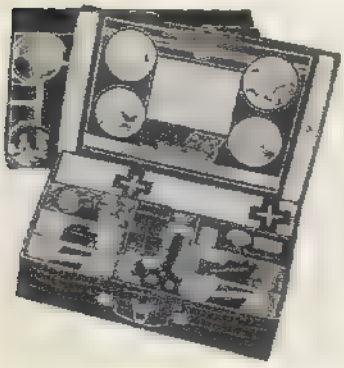
PUSH BUTTON CONTROL

Anchors A-Weigh!

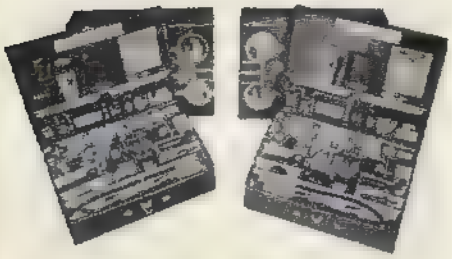
Just a touch of your foot on the push button switch and up comes the anchor. Columbian Electric Capstan available in 6, 12, 20 and 32 V D C. Polished bronze winch head and deck plate. Simple installation. Complete with solenoid switch and waterproof deck type push button for foot control. All fastenings supplied. Order today. **$150.00**

COLUMBIAN BRONZE CORPORATION
Freeport, Long Island, New York

No. 1330 Doctor's Kit



No. 1730 Nurse's Kit



No. 1340 Doctor—No. 1740 Nurse

No. 704 Peg Board

HASSENFELD BROS. INC.

## PENCIL BOXES, DOCTOR AND NURSE KITS

No. 234 Pencil Box ..... Doz. $ 4.00
No. 310 Pencil Box ..... Doz. $ 8.00
No. 359SP Pencil Box ..... Doz. $10.80
No. 366 Pencil Box ..... Doz. $15.70
No. 78-84 Plastic Pistol & Pocketbook Pencil Boxes ..... Doz. $ 8.00
No. 1330 Doctor Kit ..... Doz. $16.00
No. 1730 Nurse Kit ..... Doz. $16.00
No. 1340 Doctor Kit ..... Doz. $32.00
No. 1740 Nurse Kit ..... Doz. $32.00
No. 1900 Jr. Miss Make-Up Kit ..... Doz. $16.00

NOMA ELECTRIC CORP.

## PEG BOARD

**No. 704 Peg Board** ..... **Doz. $32.00**

PRESSMAN TOY CORP.

## POUND A PEG

**No. 1128 Pound A Peg** ..... **Doz. $16.00**

NEWBURGH METAL MFG. CO.

## KITCHEN UTENSIL SETS

**No. 29 Kitchen Utensil Set** ..... **Doz. $16.00**
This is a nine-piece set, consisting of eight utensils and egg beater.

**No. 31 Cooking Set** ..... **Doz. $16.00**
This set consists of one large steel spoon; 2 small aluminum spoons; 1 aluminum bowl; 1 plastic bowl; 1 egg beater; 1 aluminum frying pan; 1 aluminum cooking pan.

**No. 33 Cooking Set** ..... **Doz. $32.00**
This colorful set includes 2 aluminum bowls and 3 plastic bowls, 1 egg beater, 2 aluminum spoons, 1 steel spoon, 1 perforated steel spoon, 1 aluminum batter whip, 1 steel potato masher, 1 steel spatula, 1 steel corer, 1 aluminum pot, 1 aluminum frying pan.

PRESSMAN TOY CORP.

## SMALL FRY PASTRY SET

**No. 1102 Small Fry Pastry Set** ..... **Doz. $16.00**
This set consists of an egg beater, wooden pastry board, mixing bowl, 2 cookie cutters, a rolling pin, fluted pan, metal cake turner and other cooking utensils.

**No. 2202 Small Fry Pastry Set** ..... **Doz. $32.00**
This set consists of a metal meat grinder, plastic apron, pastry board, egg beater, 4 metal utensils, mixing bowl, rolling pin, thermometer, pie pan, fluted pan and 2 cookie cutters.

STANDARD TOYCRAFT PRODUCTS CO.

## "ROY ROGERS" CRAYON SETS

**No. 940 "Roy Rogers" Crayon Set** **Doz. $16.00**
This set has 13 jumbo round crayons, 5 jumbo hexagon crayons, 9 hexagon crayons in assorted colors, 9 priscilla round crayons, different colors.

**No. 942RR "Roy Rogers" Crayon Set** **Doz. $32.**
This set has 20 round crayons, 23 priscilla round crayons, 20 hexagon crayons, 5 jumbo hexagon crayons, 5 very large hexagon crayons.

No. 1102 Pastry Set

No. 33 Cooking Set

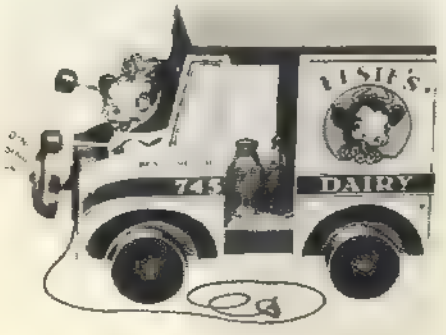
No. 940 Crayon Set

No. 942RR Crayon Set

No. 180 Snoopy Sniffer

No. 141 Snap Quack

No. 145 Musical Elephant




No. 745 Elsie's Dairy Truck

FISHER PRICE CO.

## PULL TOYS

**No. 141 Snap Quack**.....Doz. $32.00
Quacks loudly as his beak opens and closes, swings his body from right to left and turns his head from side to side.

**No. 171 Toy Wagon**.....Doz. $35.00
The Toy Wagon insures lasting fun for the kids. Pulled by two prancing ponies, whose actions ring a bell.

**No. 177 Donald Duck Xylophone** Doz. $35.00
As he is pulled along, he moves his arms up and down and back and forth so the wooden hammers strike all of the seven keys on his xylophone.

**No. 180 Snoopy Sniffer**.....Doz. $32.00
As he swaggers along with his ludicrous, jointed-leg, splay-footed gait, Snoopy spells lots of fun for any child. He "woofs" loudly when he is pulled.

**No. 752 Teddy Bear Xylophone** Doz. $25.80
His arms move up and down, and across the metal keys to strike all five of them with the wooden mallets to make his lively tune.

**No. 758 Pony Chime**..... Doz. $25.80
As the toy is pulled along, three brilliantly-colored horses give the rotating, galloping movement of merry-go-round steeds.

**No. 799 Quacky Family**.....Doz. $16.80
Combines the action, sound and color that two-to-sixers love. Mama has concealed "Quack-Quack" voice.

**No. 745 Elsie's Dairy Truck**.....Doz. $16.80
Here Beau-Regard proudly drives Mama Elsie's milk truck. As he is pulled along, Beau's arms move up and down, banging away on the large nickel bell.

**No. 145 Musical Elephant**.....Doz. $32.00
He rolls along swinging his head and tail from side to side. Concealed piano wires give forth a merry tune as he is pulled.

GONG BELL MFG. CO.

## PULL TOYS

**No. 525 Push Chime**.....Doz. $9.50
Little Tots up to 4 years old get lots of fun pushing and pulling these chimes.

**No. 240 Tractor Chime**.....Doz. $16.00
It's not only a tractor, it's a tractor chime.

**No. 242 Horse Chime**.....Doz. $21.60
There is lots of fun when little girls and boys from 1½ to 4 years pull this Chime along.

**No. 851 Double Ring-A-Round**.....Doz. $22.80
This pull toy with whirling colored balls and merrily ringing bells is a favorite.

**No. 852 Bell Toy**.....Doz. $16.00
This platform pull toy with its bright nickeled bells fascinates youngsters.

**No. 853 Ding Dong Doggies**.....Doz. $22.80
Two doggies on a platform, their moving arms ring the bell. Amusing action.

**No. 854 Major Bell Toy**.....Doz. $22.80
The Little Major has a baton in each hand which he swings while he rings two little bells.

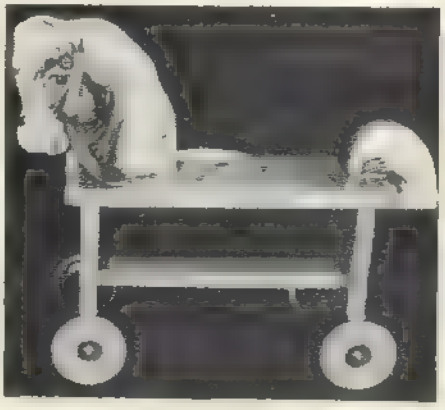
**No. 900 Jingle Wagon**.....Doz. $24.00
Little tots will load this wagon with their favorite blocks or dolls and thrill to the tinkling chimes as they pull it along.

**No. 301 Horse Rider**.....Doz. $35.00
This is a little Tot's First Rider Toy. Ride it. Push it. Pull it. Hear the merry tinkle of the gongs within the wheels.

No. 525 Push Chime

No. 242 Horse Chime

No. 854 Major Bell Toy



No. 301 Horse Rider

## DOLL CARRIAGES
### SOUTH BEND

**Beige, Red or Canary**

Fancy narrow oval fibre, braid trim; body 18"x9½", woven 3 color decoration; aluminum enameled spring and handle, handle 23" high; new multiple spoke white enameled 5" wheels; ⅜" tires.

**No. F418** ..... Each $6.00

Four in a Carton

**Tan, Beige or Blue**

Fancy narrow ⅛" oval loom woven fibre, 22"x10½", 3 color woven body decoration, decorated hood, plated hood knobs; handle 27" high; new multiple spoke 6¼" wheels, ⅞" tire; Colors—tan or beige with brown springs and handle or cadet blue with aluminum enameled springs and handle

**No. F436** ..... Each $10.95

One in a Carton

## DOLL COACHES
### SOUTH BEND

**Packard Blue**

Body 22"x11¼", aluminum finish springs, hood four bow with visor. Wheels, 6½ in with ½ in. tire. Height of handle 26½ in

**No. C807B** ..... Each $10.00

One in a Carton

## DOLL COACHES
### SOUTH BEND

**Maroon**

Body 22"x11¼", aluminum finish springs plated handle 26½" high, 4 bow hood, new visor; foot brake; new multiple spoke, hub box, 6¼" wheels, new pyramid ⅝" tire

**No C809M** ..... Each $11 00

One in a Carton

**Gray**

Gray with gray lining 24"x12½" new fancy shape body; pocket foot extension ⅝" plated tubular pusher 28 ⅜" high, 4 bow hood, new visor; plated spreaders, foot brake multiple spoke 7" stamped wheels, new pyramid ⅝" tire; aluminum finish gear; 24 lbs each.

**No. C819G** ..... Each $16.95

One in a Carton

**Blue**

Packard blue with red lining or French blue with blue lining; body 24"x12½" pocket; foot extension storm shield, ⅝" plated tubular pusher 29½" high 4 bow hood, new visor plated spreaders white enameled outside Duchess gear, foot brake 12 spoke 8¾" wire wheels, heavy 1¼" tire

**No. C921PB** -Packard Blue Each $19 95
**No. C921FB** -French Blue ...Each 19 95

One in a Box

## DOLL COACHES
### SOUTH BEND

**Blue**

Body 26" x 13", fully lined and equipped with zippered pocket, foot extension and storm shield. Gear, link-action English cradle style with hand operated-brake. Hood, 5-bow with visor, and chrome plated spreaders. Height of ⅝ in. Chrome plated tubular handle, 31½ in., wheels 9 in. Wire spoke with 3-in rubber tires

**No C924B** ..... Each $26.95

One in a Carton

**Gray**

Body 26¼x13¾", full lining, zipper pocket, foot extension; storm shield; ⅝" chrome plated tubular pusher 30¼" high; 5 bow hood, visor; chrome plated spreaders, 9½"; 12 spoke wire wheels with 1⅜" tire; white enameled outside Duchess link gear; rubber grip hand brake

**No. C925G** ..... Each $28.95

One in a Carton

## DOLL HOUSES
### RICH

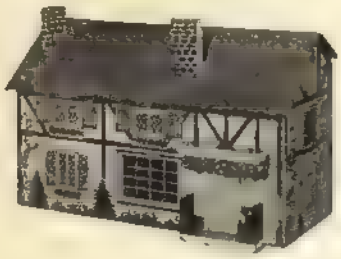
Made of U. S. Gypsum Duron. Size 24" long x 15¼" high x 10" deep.

Two story, four room colonial house. Finished white with green blinds, red roof, red, green and black trim. New plastic window

Floors painted and stenciled to give the appearance of rugs and linoleum.

Clip construction for quick and easy assembly, no tools needed.

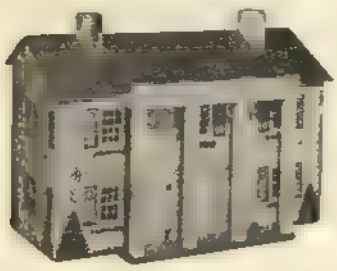
**No. 932** .....Per dozen $52.00
One in a Carton. K.D.



Made of U. S. Gypsum Duron. Size 27" long x 17½" high x 13½" deep

Two story six room English type house finished in bisque with brown trim, red blinds, and red, green and brown stencil design. Green roof and red chimneys, with brown stenciled stones and new plastic windows. The floors are painted to represent rugs and linoleum. Features a new clip construction, no tools needed for quick and easy assembly

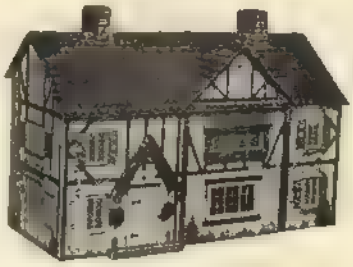
**No. 939** .....Per dozen $64.00
One in a Carton K D



Made of U. S Gypsum Duron. Size 27½" long x 20" high x 15" deep. Two-story, six-room Southern Colonial type house. Finished white with black, green and red stenciled design. New plastic windows with inside frames. Blinds red, roof green, porch floor is red with white columns and roof Painted floors with flocked rugs and stenciled linoleum

**No. 942** .....Per dozen $108.00
One in a Carton

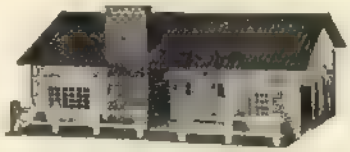
## DOLL HOUSES
### RICH



Made of U. S. Gypsum Duron. Size, 35" long x 23¼" high x 15" deep.

Two-story, six-room English house with stairway. Finished in bisque with red, brown and green stencil design. Red blinds, green roof, stone chimneys and new plastic windows with inside frames. Interior painted, bath and kitchen stenciled to represent linoleum. Floors in other rooms flocked. Clip construction for easy assembly

**No. 944** .....Per dozen $120.00
One in a Carton. K D.



Made of U. S. Gypsum Duron Size 35" long x 13½" high x 25" deep. One story Ranch type house with five rooms, porch, removable roof and white wooden fence along front yard flocked green to represent grass Finished white with red, black, green and brown stencil designs New plastic windows with inside frames. Blinds are red with chimney brownstone and roof red with green stencil designs Floor is flocked light green and rose to represent carpets and stenciled for Linoleum and porch floor

**No. 945** .....Per dozen $130.00
One in Corrugated Carton. K D

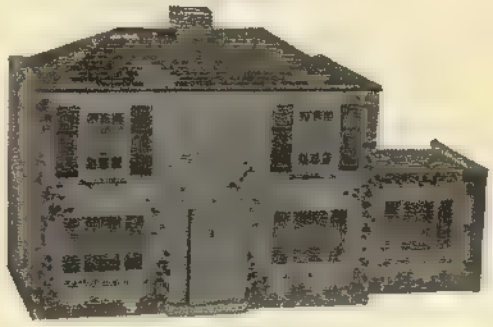
### KEYSTONE

This "Putaway" seven room Doll House 42" long has two wings that can swing and nest into an overall length of 23". The roof slides off and permits a child to play from the top The front of the house has large clear plastic windows, enabling to easily view all the furniture from the front in all the rooms Above the kitchen wing there is a terrace for outdoor furniture The other wing contains a garage with sliding door in the rear half The porch in the other half has a terrace overhead

House has two large bedrooms, dining room, living room, bath room, built in shower, plastic shower curtain, staircase, bookcase with moveable books. Decorated interiors. Includes turntable for house to turn on. Made of Masonite and Tekwood Size 24"x14"x16". Opened up house size, length 42", width 12¾", height 18" exclusive of chimney

**No. 546** .....Each $12.30
Set Up in Individual Carton

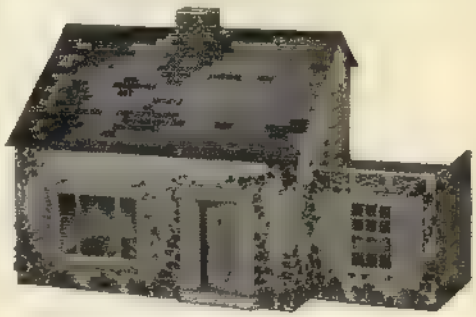
## SET-UP DOLL HOUSES
### KEYSTONE



This "Putaway" six room Doll House 32" long has a wing that can swing and nest into an overall length of 22½". The roof slides off and permits the child to play from the top. The front of the house has large clear plastic windows, enabling to easily view all the furniture from the front in all the rooms

Dining room, living room, kitchen, 2 large bedrooms, bathroom, built in shower, plastic shower curtains, staircase, closet. Decorated interiors. Includes turntable for house to turn on. Made of Masonite and Tekwood Size 24"x14"x16". Opened up house size, length 32", width 12¾", height 18" exclusive of chimney

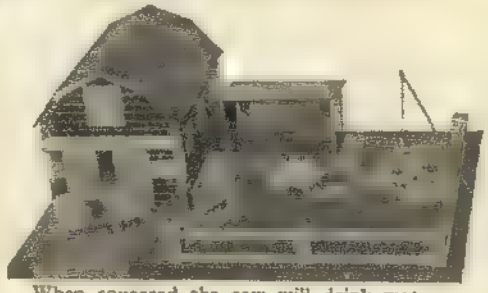
**No. 535** .....Each $8 90
Set Up in Individual Carton



This "Putaway" 25" five room Doll House has one wing that can swing and nest into an overall length of 18". The front of the house has large clear plastic windows, enabling to easily view all the furniture from the front in all the rooms.

Kitchen, bedroom, bathroom, dinette-living room, bedroom terrace. Complete interior decorations. Made of Masonite and Tekwood Size, length 25", width 11", height 15" exclusive of chimney

**No. 524** .....Each $6 60
Set Up in Individual Carton



When squeezed the cow will drink water in trough and gives "milk" when milking pail is placed beneath the cow. The rubber pig has metal plate under belly and two suckling pigs have magnetic nose tips. Two floating rubber ducks and two fishes with fishing pole and magnetic hook. Wooden fence and swing farm gate Made of Masonite and Tekwood Size 16"x22".

**No. 619** .....Per set $5.60
Set Up in Individual Carton

**HORSMAN SOFTEE**—Vinylite skin most lifelike of all! See page 5
Silken-haired charmer that sleeps, cries! All-time best buy doll!

Turning plastic head hand-tinted baby-like face polished to glow like satin In 5 lovable sizes! Dressed like a dream child in candy pink organdy frock, bonnet

**3.69** up

GUARANTEED LOWEST PRICE

Aldens

5

**Newest Gurglee wets, sighs! See page 5**
**Just squeeze her legs—hear her sigh!**

- A charming baby—priced so low
- Soft, sponge-filled rubber body
- Almost unbreakable plastic head
- Loves bath, bottle—sleeps, too
- Buy doll and layette—save most

2.59
12 in. doll only
Doll and layette 3.98

6

**Drink'n'wet Honeysuckle! See page 5**
**Ideal's famous fun-to-bathe doll!**

- Has flesh-like, rosy, rubber skin
- She drinks and wets—sits alone
- Hard plastic head, sleeping eyes
- Moveable head, arms, and legs
- Buy doll, trunk, layette—save

3.29
11½ in. doll only
11½-in. doll, trunk, layette 4.98

No. 8201

No. 8402

No. 6103

No. 3101

ROBERTA DOLL CO.

## BRIDE DOLLS AND REGULAR DOLLS

**No. 8201 14" All plastic Bride Doll** ..... **Doz. $112.00**
Bridal outfit of Nylon with fancy embroidered hem. Mohair ringlet wig. Hand bouquet of Lily of the Valleys, ribbon tied.

**No. 8402 18" All plastic Bride doll Doz. $144.00**
Bridal outfit of Satin with lace trimmings on hem with ribbon bow. Crown of Satin. Hand bouquet of Lilly of the Valleys, ribbon tied.

**No. 8103 18" All plastic Bride doll Doz. $168.00**
Same dress and fittings as No. 8402.

**No. 8104 20" All plastic Bride doll Doz. $184.00**
Same dress and fittings as the No. 8402.

**No. 6103 18" Party dress doll Doz. $160.00**
Dressed in long party dress, mohair wig with ribbon bow. Lace trimmed undergarment. Assorted colors.

**No. 3101 17" Soft body baby doll Doz. $84.00**
Soft body doll with moving eyes and lashes, rubber arms and legs, rubber panties, voice, shoes and stockings. Dressed in organdy with hat to match.

**No. 3902 20" Soft Cuddly Baby Doll with Plastic Head**..... **Doz. $96.00**
Soft cuddly doll, plastic head, moving eyes and lashes, rubber arms and legs. Ninon dress, lace trimmed.

VANITY DOLL CO.

## DOLLS

**No. 2217 17" Doll** ..... **Doz. $ 72.00**
**No. 2219 19" Doll** ..... **Doz. $ 80.00**
**No. 2221 21" Doll** ..... **Doz. $ 48.00**
**No. 4117W 17" Doll with wig** .. **Doz. $ 80.00**
**No. 4119W 19" Doll with wig** .. **Doz. $ 88.00**
**No. R2221W 21" Doll with wig.** . **Doz. $120.00**
**No. R2223W 23" Doll with wig.** . **Doz. $136.00**
All the above dolls are beautifully dressed, have moving eyes and voices.

## VANITY MUSICAL DOLL

**No. PJL2421M Musette Doll 21" Doz. $192.00**
This doll has a plastic head, voice in body and legs, and the musical instrument is built into the body. Just pull a string and it plays a beautiful song.

IMPERIAL CROWN CO.

## DOLLS

**No. 120-01 Latex Doll 12"** ..... **Doz. $52.00**
**No. 150-01 Latex Doll 15"** ..... **Doz. $64.00**
**No. 190-01 Latex Doll 18"** ..... **Doz. $80.00**
These dolls are all latex, voice, drink and wet, foam rubber stuffed, moving eyes and lashes, dressed in flannel diaper, wrapped in cellophane.
**No. 150-08 Latex Doll with layette, complete in display box**..... **Doz. $112.00**

ELLANEE DOLL CO.

## DRESSED DOLLS

**No. 330 15" Dressed Doll** ..... **Doz. $48.00**
**No. 1787 17" Dressed Doll** ..... **Doz. $80.00**
**No. 400 30" Clown Doll** ..... **Doz. $45.00**

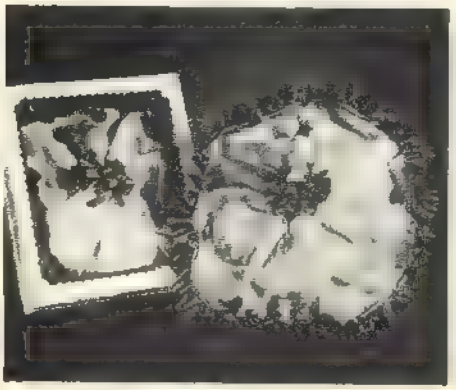
No. 120-01

No. 150-08

No. 1787

No. 400 Clown

7-inch Bride



7-inch Carmen

7-inch Casablanca

DUCHESS DOLL CORP.

## ALL NATION DOLLS

"HERE COMES THE BRIDE WITH HER MAIDS OF MANY NATIONS". Maids of many nations are represented in this glamorous procession. All dolls are 7½" high and have movable arms and legs. Each packed in a cellophane window box.

| | |
|---|---|
| 7" Bride Doll | Doz. $32.00 |
| 7" Bridesmaid Doll | Doz. $32.00 |
| 7" Maid of Honor Doll | Doz. $32.00 |
| 7" Spanish Doll | Doz. $32.00 |
| 7" Martha Washington Doll | Doz. $32.00 |
| 7" Dutch Girl Doll | Doz. $32.00 |
| 7" Scotch Girl Doll | Doz. $32.00 |
| 7" Charm Girl Doll | Doz. $32.00 |
| 7" Sweetheart Girl Doll | Doz. $32.00 |
| 7" Italian Girl Doll | Doz. $32.00 |
| 7" Carmen Girl Doll | Doz. $32.00 |
| 7" French Girl Doll | Doz. $32.00 |
| 7" Groom Doll | Doz. $32.00 |
| 7" Nun Doll | Doz. $32.00 |

## MINIATURE DOLLS

These dolls are very similar to the above but are 11" high. In cellophane window box.

| | |
|---|---|
| 11" Bride Doll | Doz. $64.00 |
| 11" Bridesmaid Doll | Doz. $64.00 |
| 11" Cowboy Doll | Doz. $64.00 |
| 11" Cowgirl Doll | Doz. $64.00 |
| 11" Colonial Doll | Doz. $64.00 |
| 11" Spanish Doll | Doz. $64.00 |
| 11" Maid of Honor Doll | Doz. $64.00 |

**Darling Daughter Dolls Assorted Doz. $16.00**

These dolls are all 5" high and are dressed in the prettiest clothes there is. Each packed in an individual box.

**No. 500 Birthstone Dolls** Doz. $24.00

These dolls are packed one dozen in a box and each has the birthstone of the month. The boxes are cellophaned fronts.

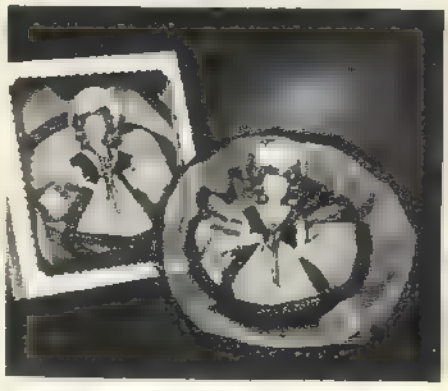
## RUBBER DOLLS

| | |
|---|---|
| No. 10002 11" Painted eye rubber jointed doll | Doz. $32.00 |
| No. 10005 13" Painted eye rubber jointed doll | Doz. $45.60 |
| No. 10004 11" Moving eye rubber jointed doll | Doz. $48.00 |
| No. 10006 13" Moving eye rubber jointed doll | Doz. $56.00 |

All these dolls drink and wet.

7-inch Nun

7-inch Sweetheart



7-inch French

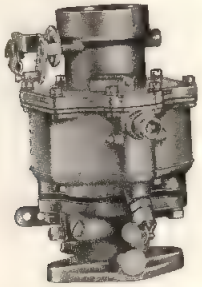
Darling Daughter Dolls

No. 500

No. 500A

Freight, First Class

## CARBURETORS



### DOWNDRAFT

**With the Latest and Most Improved Features**
**No Gravity Flow Even at a 30-Degree Tilt**

Concentric design float chamber entirely surrounds the carburetor throat. Two floats positively control inlet valve. Double venturi for best fuel atomization at highest velocity. Automatic vacuum operated power jet. Positive action acceleration pump. High and low speed adjustments. Anti percolation and vapor lock controls. Balanced against enrichment from dirty or restricted air cleaner. Fuel metering principle produces quick warm-up, positive power with maximum economy.

**Fits the Following Cars:**

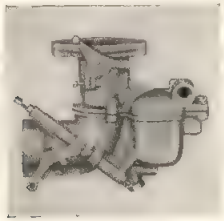
| | |
|---|---|
| Chevrolet 1932-47 | *Pontiac (6 & 8) 1936-39 |
| Dodge 1933-34 | *Pontiac (8) (40-20) 1940 |
| *Dodge 1935-38 | *Pontiac (6) 1940-47 |
| *Hudson (6) 1939-42 | *Stud. (6) (56-1A to 14A) 1933-47 |
| *Olds. (6) 1934-40 | Stud. (6) (Champ. 2G) 1939-40 |
| Plymouth 1933-38 | *Stud. (6) (Champ. 3G-6G) 1941-47 |

*Requires manual choke control to replace automatic choke.

Each

**No. T3836-YR1—Carburetors;** 1¼-inch S.A.E. flange size; 2 11/16-inch flange hole centers; 1⅞-inch throat diameter; wt. each 5 lbs. $13 50

**No. T3836-CR1 — Choke Controls;** complete for dash mounting; weight each ½ lb. ..... .90



### UPDRAFT

**For Ford Models A-AA and B-BB—1928-34**

Air bled nozzle—improved fuel atomization for easy starting, steady idle and smoother and better performance—particularly at low speeds. Low and high speed adjustments. Rugged float mechanism. Special design—fits all hook-ups exactly and is easy to install. Finest zinc base die cast alloys—steel throttle bushings.

Each

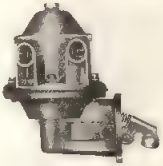
**No. T3836X—Carburetors;** 1-inch S.A.E. flange size; 2⅜-inch flange hole centers; 1⅛-inch thread diameter; wt. each 2½ lbs. ....$7.50

## CHOKE CONTROLS

Each

**No. T3836NV—Choke Controls;** nickel head; attractive brown bakelite knob; no lettering on knob .....$0.40

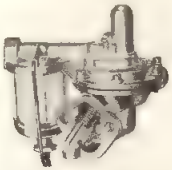
## FUEL PUMPS



### FORD, MERCURY, ZEPHYR

Each

**No. T3836R(541)—Fuel Pumps;** for Ford 1933-46, Mercury 1939-46 and Lincoln Zephyr 1936-42, replaces factory pumps Nos. 1521459, 1537383 and 1537709; weight each 2 lbs. .....$3.00



### FORD, MERCURY, ZEPHYR—1947

A bowl type fuel pump that gives increased performance and easy accessibility to the filtering system of the pump through the glass bowl. Adaptable for installation on older model Ford, Mercury and Lincoln Zephyr cars.

Each

**No. T3836BR(571) Fuel Pumps;** for Ford, Mercury and Lincoln Zephyr 1946-47; replaces pump No. 1539047; wt. each 2 lbs. .$3.00

### CHEVROLET

Each

**No. T3836L(405)—Fuel Pumps;** Chevrolet 1929-33 .....$3.00

**No. T3836L4(421)—Fuel Pumps;** Chevrolet 1935-36 ..... 3.00

**No. T3836AF(429)—Fuel Pumps;** for Chevrolet 1937-47; replaces factory pump No. 1523089; wt. each 2 lbs. .....$3.00

### CHRYSLER, DESOTO, DODGE, PLYMOUTH

Each

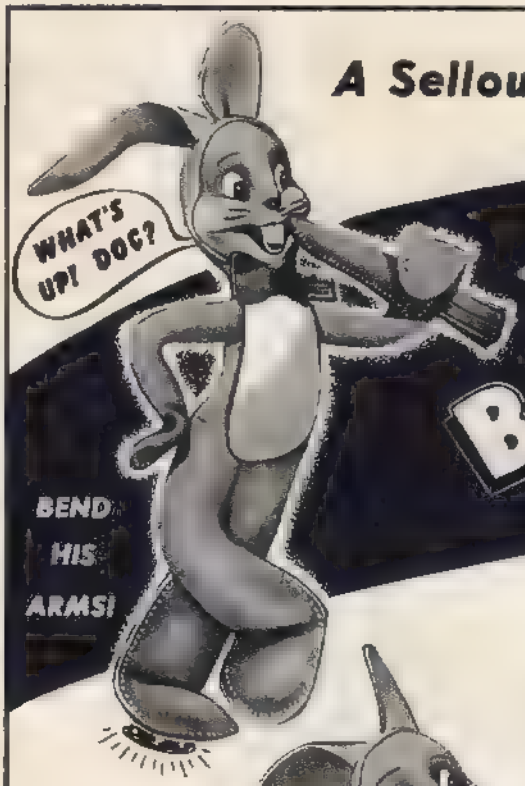
**No. T3836AT(505)—Fuel Pumps;** for Chrysler, DeSoto and Dodge 1938-47 and Plymouth 1939-47; replaces factory pumps Nos. 1523647 and 1523912; wt. each 2 lbs. .....$3.00

**No. T3836L11(428)—Fuel Pumps;** for Plymouth, most 1936-37—P3, P4; 1938—P5, P6; 1939—P7, P8 ..... 3.00

**All Above, One in Attractive Carton**

BIGGEST $1.98 DOLL VALUE
in the country!
inches of Beauty
from HEAD to TOE!
SEEING IS BELIEVING—
and NOW
DOLLS of ALL NATIONS
are packaged in Acetate window boxes so your customer can
SEE— BELIEVE—
and BUY-on-SIGHT!
See our exhibit at THE AMERICAN TOY FAIR room 670 Hotel McAlpin
Nothing is spared to make these 7½ inch dolls with movable arms and heads the richest-looking—the best made—the fastest selling dolls in America at $1.98 Examine the Satins, Silks, Laces, Veils, Flowers and Ribbons. You will agree that they are more exquisitely dressed than you would expect of far more expensive dolls.
DUCHESS DOLLS CORPORATION
68-11 Roosevelt Ave., Woodside, Long Island, N. Y.
North East Representative
DAVID H. FABER
West Coast Representative
PHILIP H. SOHMER

## A Sellout in Stores Coast to Coast!




# The New FLEXY BUGS BUNNY

## B-E-N-D HIS MAGIC BODY IN A THOUSAND POSES!

### HE STAYS PUT ON HIS MAGIC SUCTION CUP FOOT!!

Here's the sales jack-pot combination of character and action in a toy! The famous BUGS BUNNY in a colorful MAGIC BODY. Kids and grown ups'll love him . . . and you'll love the record breaking year round sales action he'll give you. Place your orders now . . . for early delivery.

YOUR COST:

**$14.40 DOZEN**

F.O.B.
N. Y. C. factory

PACKING 1 to a cellophane bag , 36 to master carton.
Delivery: 2 Weeks. Minimum Order; 36 dolls
Terms. 1% 10 days, net 30

**Toy Fair Visitors!**
SEE HIM
**On Display**
AT THE
**Richie Showroom**
101 WEST 31st ST. N.Y.

Licensee and Manufacturer:
**M. & H. NOVELTY CO.**
104 WEST 14th ST. N. Y., N. Y.

Factory Agents:
**RICHIE PREM. CORP.**
101 WEST 31st ST. N. Y. 1, N. Y.

3 ways to a Little Girl's Heart!

EFFANBEE presents

Beauty IN Plastics

HONEY

and she really is a honey—satin smooth plastic from her head to her toes. Dressed in gorgeous, frilly, colorful ensembles of pure magic, complemented by intriguing hair-do's that will capture every little girl's heart.

MOMMY'S BABY

Here's Effanbee's newest dream-doll—a wonderful baby doll with beautifully molded plastic head and lifelike, cuddly latex body, arms and legs. Hug her gently and she says "MOMMY"—so that you can actually understand her.

DY-DEE

"Dy-Dee" drinks from her own little bottle . . . needs diaper changing . . . cries, sleeps and takes her bath just like a real baby. Yes, she's the famous, original Dy-Dee Doll, made only by Effanbee—now more lovable than ever, with her finely molded plastic head and her dainty layettes, complete from bonnet to booties.

EFFANBEE

Adorable Dolls

*Effanbee means "Finest and Best"*

100 Fifth Avenue, New York, N. Y.

ANOTHER FINE NOMA PRODUCT

# FAVORITES For Two Generations

"Little Lady" HOUSEKEEPING TOYS

EMPIRE STEAM ENGINES and ACCESSORIES

## "LITTLE LADY" ELECTRIC RANGES and PLAY STOVES

Genuine electric ranges that cook and bake! Have separate, fully insulated electric elements for burners and oven. EXTRA SAFE! With utensils. Electrically welded, steel construction. Beautifully finished. Also, Play Stoves (non-electric) for the little tots. *Underwriters Listed—Tested and approved for safety!*

**No. 226—Electric Range**
**Retail Price .....** **$4.95**
**Various Models from $1.50 to $7.95 Retail**

## "LITTLE LADY" TOY FLAT IRONS

Real electric irons, like mother's! Heat enough to iron, but not burn. Heavily insulated, safety heating elements. Cool, easy grip handles. Also—play irons (non-electric) for tiny tots.

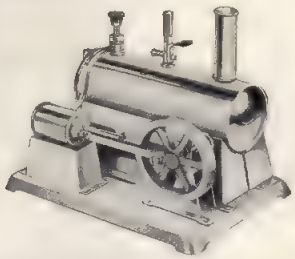
**No. 342—Toy Electric Iron**
**Retail Price .....** **$2.00**
**Various Models from $0.39 to $2.50 Retail**

***ALSO "LITTLE LADY" METAL IRONING BOARDS***

## FAMOUS "EMPIRE" STEAM ENGINES

Speedy! Powerful! Genuine Copper Boilers, chromium plated. Bronze cylinders and brass fittings. Nothing to corrode. Real Safety! Heavy duty safety electric elements generate steam rapidly. Loud whistles—safety valves—grooved drive pulleys—water gauges—reversible side valves, etc.

**No. 43—Steam Engine**
**Retail Price .....** **$9.95**
**Various Models from $7.95 to $12.50 Retail**



**To be assured of delivery of "Little Lady" and "Empire" Educational Toys, order NOW.**

***If you haven't a catalog and price list, write today.***

**THE METAL WARE CORPORATION**

NEW YORK **TWO RIVERS, WISCONSIN** CHICAGO

*proudly announces*

*the addition of the famous*

# LONE RANGER

Copyright 1949 - The Lone Ranger, Inc.

*to its family of famous names in*

## PISTOL & HOLSTER SETS

*and*

## authentic accessories

*made exclusively by*

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# Stanley

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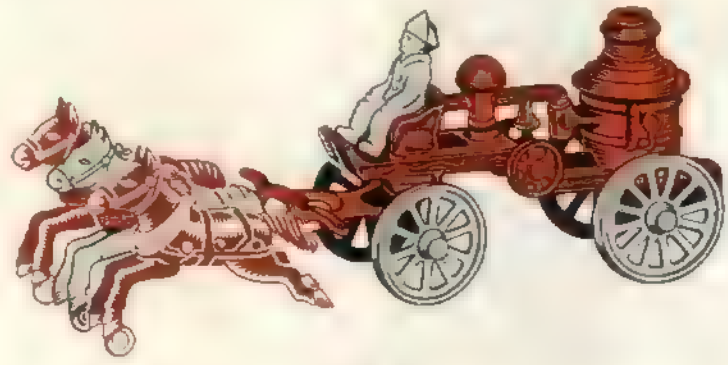
# CAST METAL TOYS

### STANLEY TOY COMPANY SCORES AGAIN

AMERICAN TOYS

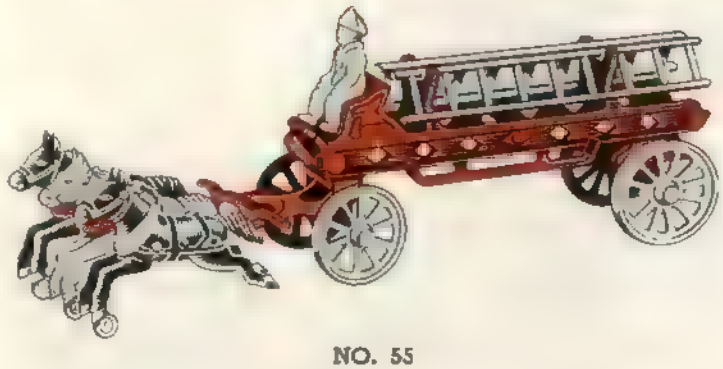
These are reproductions of the old fire engine and hook and ladder. We are making these upon request of over 10,000 persons from all over the U.S.A. These should prove to be real sales getters. When you sell them you will usually sell one of each, and make a double sale. Place your order today. Immediate delivery.

**NO. 50 THREE HORSE FIRE ENGINE.** All cast aluminum. Rust proof. Practically unbreakable. Three fast fire [illegible] Length 14 [illegible] Weight 3½ [illegible] Packed in individual colored cartons, one dozen to [illegible] case. Weight 18 lbs. per case.



NO. 50

**NO. 55 THREE HORSE HOOK AND LADDER.** All cast aluminum. Rust proof. Practically unbreakable. Three fast fire [illegible] Hook and Ladder and [illegible] Wheels and ladders silver [illegible] Length 14½ Height 5¾ Width 3½ [illegible] Packed in individual colored cartons, one dozen to [illegible] case. Weight 18 lbs. per case.



NO. 55

**NEW LOW PRICES**

*Larger Discounts for Jobbers*

Manufactured by **STANLEY TOY COMPANY • OCONTO • WIS.**

LARGEST MANUFACTURERS OF METAL HORSES AND WAGON TOYS

*OUR FACTORY REPRESENTATIVES ARE*

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P. O. Box 1082
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# THESE CURLS MEAN BIG PROFITS FOR YOU!

## NOW—Cash In On PAM—The PERM-O-WAVE DOLL with hand-woven HUMAN HAIR

**ANY CHILD CAN GIVE PAM A "HOME" SEMI-PERMANENT**

• ABSOLUTELY HARMLESS •
No Refill Necessary

Here is your big promotion item! A glamorous, lovable PLASTIC girl doll with soft, beautiful human hair that can be set in any style with the popular nationally advertised PERM-O-WAVE curlers.

The PERM-O-WAVE curlers can be used over and over again. These same curlers can give mother and daughter a "home permanent" as well as the doll. PAM comes in 14" size.

***Complete Sets retail at $7.95 and $9.95***

(Doll, Perm-O-Wave Curlers, Plastic Make-up Cape, Comb, Barrette and Carrying Case)

INEZ HOLLAND • FRED GARDEL

Eugenia

**DOLL COMPANY, Inc.**

200 Fifth Ave., New York 10, N. Y. — Room 518

FACTORY· 752 BROADWAY, NEW YORK 3, N. Y.

**Demand grows and grows for . . .**

# Magic Mary

**the doll that CLOTHES "CLING TO!"**

NO TABS . . . NO GLUE . . . NO MUSS . . . NO FUSS. Magic Mary's 14 pretty dresses are held securely in proper position by tiny metal tabs applied to each dress and attracted by the small magnet in the paper doll.

Children thrill to this proved MILTON BRADLEY "profit" champion with the *magnetic personality.*

Write for Your Copy of the New Bigger-Than-Ever Milton Bradley Toy and Game Catalog

MB

SPRINGFIELD 2, MASSACHUSETTS

MILTON BRADLEY

# TOP QUALITY CIGARETTE LIGHTERS AND CASES

## A·S·R NATIONALLY ADVERTISED AUTOMATIC LIGHTERS

### SATIN CHROME MODEL

The lighter anyone would appreciate. It includes new beauty in a smart modern design. A new, greater fuel capacity—doesn't require refueling for weeks at a time. The "light-switch" action is a particular favorite—snap, it opens and lights in one smooth action Stays lit without holding. Finished in sparkling heavy duty chrome.
**No. 1J-595C.** LIST 5 95
Dealer's, each, 3.37. **3.50**
Less 2%, Net

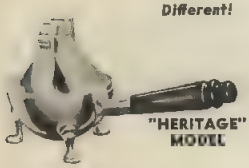
### RHODIUM-VERTICAL LINE MODEL

A precision made, smartly styled lighter, for both men and women Famous A S R features such as the extra-large fuel capacity, and the new "light-switch" action are also included. Finished in stunning platinum-like rhodium. Each is in a beautiful gift box. May be personalized with initials
**No. 1J-750L.** LIST 7 50
Dealer's, each, 4.50. **4.41**
Less 2%, Net

### RHODIUM-VERTICAL LINE MIDGET MODEL

A small, light compact model, favorite with both men and women. In spite of its small size, it has a fuel capacity that should take care of the average smoker for at least a week
**No. 1J-750M.** LIST 7.50.
Dealer s, each, 4.50. **4.41**
Less 2%, Net

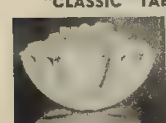
*New! Different!*



### "HERITAGE" MODEL

Gracefully styled in tarnish-proof, easily engraved Platinum-group Rhodium finish Satin-smooth, ebony Textite handle Has the famous, infallible, A.S R. mechanism.
**No. 1J-125RH.** LIST 12 50
Dealer s, each, 7.50. **7.35**
Less 2%, Net

### "CLASSIC" TABLE MODEL



This worlds handsomest lighter. A masterpiece of mechanical perfection, embodying the famous sure-action A S R lighter principle Tarnish proof Rhodium finish
**No. 1J-125STM.**
LIST 12 50
Dealer s, each, 7.50. **7.35**
Less 2%, Net

## NATIONALLY FAMOUS Evans AUTOMATIC LIGHTERS & CASES

### "BARRON" POCKET LIGHTER

A fully automatic pocket lighter in nickel finish, with deep-cut, engine turned design. Space reserved for initials
**No. 1J-52/177/1.** LIST 3 00
Dealer's each, 1.80. **1.76**
Less 2%, Net

### "COSMOPOLITAN" MODEL

A fully automatic pocket lighter, finished in bright nickel Modern design is deep cut, engine turned Each lighter is packaged in a beautiful gift box.
**No. 1J-51/25/1.** LIST 4.00.
Dealer's, each, 2.60. **2.35**
Less 2% Net

### "WINDSOR" TABLE LIGHTER

A beautifully fully automatic table lighter in a graceful Gick Renaissance design of silver electroplate Larger tank provides extra fuel capacity instant, sure-fire action — simply press to light, release to extinguish
**No. 1J-555/156/22.**
LIST 5 00
Dealer s, each, 3.00. **2.94**
Less 2%, Net

### "MAGIC LAMP" TABLE LIGHTER

The sweeping gracious lines of the Queen Ann silver design blend together at the base to form a truly distinct pattern of unmatched loveliness. Finished in gleaming silver electroplate, it bears the Evans mark of quality, style and workmanship
**No. 1J155S/176/22.** LIST 10.00 Dealer's, each, 5.00. Less 2%, Net..... **5.88**

### AUTOMATIC "MONTEREY" COMBINATION CIGARETTE CASE AND LIGHTER

A combination cigarette case and lighter depicting style and elegance in its new sun burst design, on a bright nickel finish Case has a capacity of 12 cigarettes Horizontal engraving shield for initials
**No. 1J-31.178/1.**
LIST 5 00
Dealer s, each, 3.00.
Less 2%, Net **2.94**

### "STARFLOWER" COMBINATION CASE AND LIGHTER

The unique beauty and expert craftsmanship lends an air of distinction to the "Sunflower" The quilted pattern is set on jewelers bronze The case holds either 11 regular or 9 king size cigarettes.
**No. 1J-34/107/2.**
LIST 10 00
Dealer s, each, 6.00.
Less 2%, Net **5.88**

### "20-PAK" COMBINATION CASE AND LIGHTER

A combination case and lighter with a brilliant non tarnishing Rhodium finish The striking design is deep cut, engine turned, with engraving shield Holds 20 regular or 18 king size cigarettes.
**No. 1J-33/25/2.**
LIST 10 00
Dealer's, each, 6.00.
Less 2%, Net **5.88**

## ZIPPO WIND-PROOF LIGHTER

Lifetime Guarantee

Windproof design, stays lit in the strongest wind Hinged lid has strong snap spring that protects the wheel and windshield. Beautifully chrome plated with brush finish.
**No. 1J-200Z.** LIST 3.00
Dealer's, each, 1.80. **1.76**
Less 2%, Net

### "SPENCER" CIGARETTE CASE

A beautiful woman's case made of jewelers bronze, with an ornate chased design In the center of the case is a plate for initials. Holds up to 14 regular size cigarettes
**No. 1J-26/32/2.** LIST 3.00.
Dealer's, each 1.80. **1.76**
Less 2%, Net

# fishermen...here they are...

## 40th ANNIVERSARY EVINRUDES

...with 40 years of *know how* built into every one! Each packed with features that add to fishing fun! Now yours on *three* great models—the revolutionary

# fisherman drive

**SPORTSMAN**
1.5 horsepower*
Fisherman Drive, Full Reverse. Just right for canoes, dinghies, small fishing boats.

**SPORTWIN**
3.3 horsepower*
Tops in its class—an alternate firing Twin with Fisherman Drive and Full Reverse.

**ZEPHYR**
5.4 horsepower*
America's favorite "Four"—now with Fisherman Drive and Full Reverse

*O.B.C. certified brake H.P. at 4000 R.P.M. (Big Four, 5200 R.P.M.)

HEADLINERS for '49 . . . look them over . . . *one is right for you!* Here is America's *complete* line of outboard motors . . . in a *complete* power range that makes it easy to choose the model that's right . . . *exactly right* . . . for your service. Here are features that *count* . . . service-proved Evinrude advancements that add immeasurably to your boating pleasure. Only Evinrude offers the FISHERMAN DRIVE . . . the revolutionary propulsion unit that lets you go "wherever there's water to float your boat." For '49 the FISHERMAN DRIVE is yours on three favorite "fishing" models . . . Sportsman, Sportwin and the four-cylinder Zephyr. For top performance on larger boats choose from Evinrude's famed series of smooth and powerful four-cylinder models. *See your Evinrude dealer* . . . look for his name under "Outboard Motors" in the yellow pages of your phone directory. Complete catalog of 40th Anniversary Evinrudes *free*—write for it today!

**EVINRUDE MOTORS**
4211 NORTH 27TH STREET • MILWAUKEE 9, WISCONSIN
IN CANADA: *Evinrude Motors, Peterboro, Ontario*

*For thrilling performance on larger boats, choose from these famed Evinrude models . . .*

**LIGHTFOUR,** 9.7 horsepower*
**SPEEDITWIN,** 22.5 horsepower*
**SPEEDIFOUR,** 33.4 horsepower*
**BIG FOUR,** 50.0 horsepower*

No. 733 — PLASTIC POKER RACK
Walnut revolving rack. Walnut Bakelite, beveled lotted wood base. Ludite handle. Contains 300 chips, 2 decks cards.
Retail about $2.95
No. 711 — PLASTIC POKER CHIPS
Unbreakable interlocking, marbleized. 1⅜ diameter. 100 in cardboard box. 50 white, 25 red, 25 blue.
Retail about $1.00
No. 1105 — COMPLETE GAME CHEST
Contains chess, checkers, backgammon, cards, roulette wheel, layout, chips, dice, racing game, etc. Wood frame carrying case, covered with Spanish saddle tan simulated leather.
Retail about $10.95
No. 1503
WOOD CRIBBAGE BOARD
Maple, shaped edges. Numbered scoring lanes. Pegs in bottom.
Retail about $1.00
TOP SELLERS IN GAMES!
Here are some of the LOWE Games and Accessories that can show you handsome profits and build up your year 'round sales. These popular numbers are super-values that can give you a BIG share of the ever-growing game volume.
Lowe
Send for our latest catalog showing America's greatest line of games.
No. 804
TOURNAMENT PLASTIC CHESSMEN
Mottled Ivory, Mottled Black. King 2¾". Unweighted.
Retail about $1.00
No. 900 — ROULETTE SET
8" diameter. Bakelite wheel, Felt layout. 150 ¾" unbreakable, interlocking, plastic chips, 10 colors. Leatherette covered carrying case. Instructions.
Retail about $4.95
No. 817
TOURNAMENT PLASTIC CHESSMEN
Mottled Ivory and Mottled Black, weighted and felted, King 3¼". In handsome wood-frame, box-type case, gold-embossed leatherette.
Retail about $4.50
No. 905 — ROULETTE WHEEL
8" diameter. Bakelite wheel, die-cast metal bowl, Felt layout, pad, instructions.
Retail about $2.95
No. 991
COMPLETE BINGO SET
Wire cage, ... cellulin handle. Numbered wood balls, master board, 25 Bingo cards, 300 markers.
Retail about $7.95
No. 113 — BINGO
Masterboard, markers, 25 cards, spinner, instructions.
Retail about $1.00
No. 894 — FOLDING LEATHERETTE BOARD
... Retail about 75c
No. 851
TOURNAMENT PLASTIC CHECKERS
Interlocking, unbreakable, 1⅛" x ⅛". Red and Black, 30 pieces.
Retail about 49c
See next right hand page.
E. S. LOWE COMPANY, Inc.
SHOWROOM: 200 Fifth Av., New York 10, N. Y. Room 548
GENERAL OFFICES & FACTORY: 27 W. 20 St., N. Y. 11, N. Y.

# BUYERS ACCLAIM THIS NEWEST TOY SENSATION!

# JET FIGHTERS

**IT SHOOTS!**

**IT SPARKS!**

**IT STREAKS ACROSS THE FLOOR!**

Toy Fair visitors and buyers saw these JET FIGHTERS "bang," "spark" and "scoot" their way to the top of the 1949 toy parade!

Year after year the creativeness of the Woodette Co. provides the "SMASH SENSATION" of the Toy Fair.

This year it's the JET FIGHTERS . . . Mankind's newest method for defeating space and time now given to young America in miniature! Play value in a toy that's built to last. Only $3.49 retail.

***Check these outstanding features!***

1. Three color combinations
   THE RAM JET—White and Red
   THE PANTHER JET—
   Black and Yellow
   THE BLUE EAGLE JET—
   Blue and White. Delivered
   Assorted and Individually Boxed.
2. All-metal heavy gauge 1/16" thick aluminum WINGS AND STRUTS.
3. Precision cut gears
4. Non breakable acetate nose, fuselage and tail.
5. Heavy duty clock spring wind-up motor (The spring cannot break.)
6. Nose gun also a spring loaded shock absorber to protect toy and furniture.
7. Real rubber wheels.
8. Precision built and designed mechanism.
9. Replaceable flints.

**WEIGHT 1¼ LBS. PER UNIT**

**"TORNADO" RACER**
**"IT RUNS ON AIR"**

Now—better than ever! Fully guaranteed! Reduced in price! Volume sales and resulting increase in production enables us to make this "pump-up" racer the most sensational toy value in America at $3.95 retail.

**"WHIRLWIND"**
**HELICOPTER**

Now—more colorful than ever! Propeller whirls a pattern as this realistic wind-up toy scoots across the floor. Reduced to $2.49 retail.
Order these proven fast-sellers today!

*WRITE, PHONE OR WIRE*

**WOODETTES, inc.**

**MERCHANDISE MART—CHICAGO 54, ILL.**

THE ORIGINAL, PATENTED
RUBBER BLADED

## SAMSON *Safe-flex* FAN

**No. 1244-N.** 12-inch, 2-Speed, Oscillating. 110-120 Volts, 50-60 Cycles, A.C. only, 60 Watts, 1300 R.P.M., 930 C.F.M. on High Speed, 800 C.F.M. on Low Speed.

Retail Price.....**$31.95**
Dealer Cost, ea. $21.94 Lots of 2, ea. $21.03

**No. 1046-N** 10-inch, Oscillating, 110-120 Volts, 50-60 Cycles, A.C. only, 45 Watts, 1500 R.P.M., 700 C.F.M.

Retail Price.....**$21.95**
Dealer Cost, ea.... $15.08
Lots of 3, ea. .... $14.45

**HERE IT IS**—the original, patented rubber bladed Samson Safe-flex Fan that's *first* as always in performance, beauty, and SAFETY!

And what a fan it is! Its flexible rubber blades won't harm even a child's tender fingers . . . yet deliver up to TWICE as much air as many fans of comparable size. Modern flowing lines, whisper-soft operation, and sturdy, long-life construction add buy-appeal to this utterly different fan that's perfect for *all* the family because it's BETTER . . . by Design!

Samson Safe-flex Fans are available in 10-inch and 12-inch models, both quickly and easily wall-mounted without special tools. 8-foot rubber-covered cord and plug, UL approved.

**Showboxed**
**TO SELL!**

Every Samson Safe-flex Fan comes in a colorful SHOWBOX that stops 'em, shows 'em, tells 'em and sells 'em!

### ELECTRIC HEDGE TRIMMER

For gardeners, janitors, and home owners. **Easy, safe, and tireless trimming of row and box hedges, ball bushes, rounded, curved and odd shaped shrubbery.** Trims borders of lawns, grass under bushes around power boat and chops leaves into tiny bits. Long handle, no stooping. Saves 80% of time required by hand trimming. **Complete unit weighs only 5 lbs.—made of 85% pure aluminum.** Motor equipped with life time ball bearings at both ends of shaft. No oiling required. No gears to break or wear out. **14-gauge stainless steel blade will cut for years without sharpening.** Guards make it perfectly safe. Maroon plastic fibre handle. Overall size 38", with 12" shield. 7½" blade. Complete with 100' cord. UL approved cord and plug. 60 or 25 cycle AC-DC. Ship. wt. 11 lbs. F.O.B. Factory, Wisconsin.

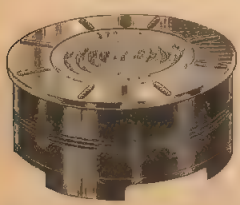
526E1—Retail $37.50.....EACH **$25.00**

## SAMSON *Tempo-Flex* TABLE RANGE

**NOTHING ELSE** like it for cottage or camp . . . or for year 'round auxiliary use in the home. A simple turn of the dial gives *hairline graduations* of burner heat . . . from 200 to 600 degrees . . . while an automatic thermostat holds the heat at the temperature selected. Only Samson Tempo-Flex has this feature . . . plus quick-heating, long-lasting Steel-Rock Heat Units embedded in cast iron grids. One-piece steel body with flowing lines and gleaming finish leave no room for dirt. Approved cord and plug. 110-120 Volts, A.C. Underwriters' Listed.

**No. 3346-N.** White enamel single burner model with 1000-Watt unit.

Retail Price.....**$10.95**
Dealer Cost, ea....$7.52 Lots of 3, ea. ..$7.21



### SPEED-MASTER HOT PLATES

For quick-cooking in a tiny apartment, wherever electric outlets are available, a dependable Speed-Master hot plate. Round shape—just like utensil. Heavily built Nickel-chrome units. Chrome-plated top. Black Japanned body. 5¾" **ceramic brick. Overall diameter 9".** As illustrated, but without on-off switch. 1000 Watts, 115 V. AC-DC. **Cord not included.** Ship. wt. 4 lbs.

562E4.....EACH **$1.98**

### DOMINION
### ROUND CHROME PLATED TWIN WAFFLE IRON
*Two 6" Grids*

No more waiting for waffles to cook, as the deep grids of this plate bake waffles on both sides at one time. **The plate size cast aluminum grids are silvery finish, which guarantees removal of waffle without sticking.** Each iron has triple reading heat indicator. Cord and plug. Overall size: Length 15½", width 8½". 110-125 V., AC-DC. Packed one to a ctn. Ship wt. 8 lbs. Retail $13.65.

572E18.....EACH **$9.68**

### *Handyhot*
### SUNKIST JUICIT

**The Standard Sunkist Juicit is in use around the world.** It is simple to use and of the utmost dependability. Porcelain reamer, geared to the proper juicing speed of 165 R.P.M., extracts fruit juice quickly and efficiently. Aluminum strainer retains pulp and seeds. Opal glass bowl along with reamer and strainer are removable for cleaning. Smarty styled in chromium and green enamel. On-and-off switch as provided for added convenience. Air cooled 115 watt motor operates on 115 volts, Alternating Current only 50-60 cycles. Approved by Underwriters' Laboratories. Ship. wt. 8 lbs. **Retail $12.85**

570E15.....EACH **$8.84**

# FASCO ARCTICAIRE

- OSCILLATING FANS
- EXHAUST VENTILATORS
- CIRCULATORS

**Special features of Fasco Arctic-Aire fans: Oscillating type with completely enclosed mechanism and adjustment knob for straight-blow use. Gears and worms precision ground. . . . Fasco motors are of the shaded pole induction type with no radio interference. Finest materials to assure dependable service. . . . Aluminum blades, carefully balanced for quietness and designed to develop the most efficient performance from the motor unit. . . . Two-tone finish in Persian Grey, iridescent and cool, does not show dust and harmonizes with any setting. Glistening aluminum guards. All models operate on 110, 120V 60 cycle, AC. . . . Fasco Fans and Ventilators are approved by Underwriters' Laboratories.**

## 12 INCH SINGLE SPEED

High-quality, popular-priced 12" fan. **Ideal for home or small office.** New Tornado blades give unusually effective air movement plus operating economy. For desk or wall mounting; head tilts backward or forward. Priced for mass markets, this fan is precision built to the highest standards.
Ship. wt. 11 lbs.
51E19—Retail $23.95. . . . . EACH **$16.42**
In lots of 6 or more, Each $15.74

## 10-INCH SINGLE SPEED

**Beautifully designed, dependable household fan at a popular price.** New, efficient Tornado blades move air per dollar. Large bearings and ample oil supply assure long and dependable service. **For desk or table use, or wall mounting.** Meets every requirement for dependability and economy.
Ship. wt. 8 lbs.
51E12—Retail $14.95. . . . . EACH **$10.25**
In lots of 6 or more, Each $9.82

## 10-INCH SINGLE SPEED

**Deluxe, heavy-duty fan, built for continuous service through a lifetime.** No finer 10-inch fan made, regardless of price. Wide deep-pitched aluminum Falcon blades. **Heavy-duty** motor assures long life and economy. One size bearings and extra oil capacity for long service when mounted on wall. For desk use or bracket mounting.
Ship. wt. 10 lbs.
51E2—Retail $18.95. . . . . EACH **$13.68**
In lots of 6 or more, Each $13.11

## NEW LO-LEVEL CIRCULATOR

**The Floor Fan that brings the coolest air the lo-level air—up to the proper height for maximum comfort.** Quiet, gentle, positive circulation of ALL the air in the room without drafts. Keeps everyone in the room refreshed. There is no stagnant air in a room where this circulator is at work. **Features** 1/20 hp. heavy-duty motor with oversize bearings and large oil reservoir for long care-free service and quiet operation. 12" deep-pitched blade for maximum air delivery. Resilient mounted motor and aluminum blades for quiet operation. **3 speeds for comfort control.** 10 foot UL approved cord and plug. C.F.M. air delivery, 2310. Height 14", diameter 15". Sturdy, all-metal construction. Functional styling, finished in duo-tone Persian Grey with aluminum trim. Ship. wt. 36 lbs. **Retail $39.95.**
51E19. . . . . EACH **$27.39**
In lots of 6 or more, Each $26.25

## 12 INCH—3 SPEEDS

**Deluxe heavy duty model in every detail, built to stand hard, constant use.** Deep-pitched aluminum blades lead the field in air movement. **Extra-size** motor is built for long life in continuous service, economical operation, and dependability. Large bearings with large oil reservoirs require a minimum of attention. This handsome, rugged 12" fan stands first in appeal to those who want the best. Ship. wt. 15 lbs.
51E4 Retail $25.95 EACH **$20.53**
In lots of 6 or more, Each $19.68

**ALL PRICES WHOLESALE NET, LESS 2% DISCOUNT FOR CASH**

## 16 INCH—3 SPEED PEDESTAL OR TABLE MODEL FANS

- **Deluxe fans with new, larger bearing construction.**
- **Oscillating or straight-blow use. New deep-pitched blades.**
- **C.F.M. air delivery, 1520**

Top value in large oscillators. New styling of the guard adds beauty and protection. Rugged construction suitable for long heavy duty. Modern design and lustrous finish ideal in any home or office.

**Pedestal model.** Mounted on attractive pedestal base with sure-set adjustment in height from 4 to 7 feet. Fan head may be tilted forward or backward 20 degrees. Ship. wt. 20 Lbs.
51E7—Retail $54.95. . . . . EACH **$37.68**
In lots of 6 or more, Each $36.11

**Table Model.** Fully adjustable for desk or wall mounting. Convenient knob to turn for oscillating or straight-blow use. Ship. wt. 26 lbs.
51E5—Retail $38.85. . . . . EACH **$27.39**
In lots of 6 or more, Each $26.25

## FASCO EXHAUST VENTILATORS

**2 sizes, 12" and 16" blades, for ventilation in stores, basements, restaurants, garages, factories, etc. where controlled exhaust removes objectionable heat, fumes, odors, or excess humidity.** Easy and safe connection with any approved cable. Ruggedly built for dependable long life service. High velocity overlapping blades must do a real job when shutting smoke and odors. **Powerful motor mounted on heavy casting and anchored securely to the steel wall plate. Note:** Side grilles are not furnished. Both models operate on 110V., 60 cycle, AC.
12" Exhaust Ventilator. 1100CFM air delivery.
Ship. wt. 21 lbs.
51E17—Retail $22.95. . . . . EACH **$15.74**
In lots of 6 or more, Each $15.08

16" Exhaust Ventilator. 1500 CFM air delivery.
Ship. wt. 16 lbs.
51E18—Retail $29.95. . . . . EACH **$20.53**
In lots of 6 or more, Each $19.68

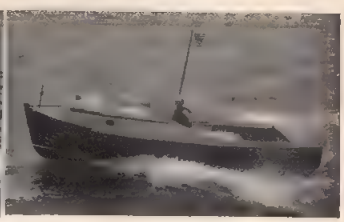
# FASCO VENTILATORS

- **Easily installed**
- **8" and 10" models**
- **Fit walls 4¼" to 8¼"**
- **Ruggedly built**
- **Attractively priced**

**Keeps kitchens cool, clean, and comfortable.** A size ventilator for today's big demand. Every contractor or owner is a prospect for these new Fasco ventilators. **Easily installed in walls** of any construction with a thickness of from 4¼" to 8¼". Easy to clean grease and dirt from washing is unheard of. Round inlet opening for 8" Beautiful white grained finish. **The powerful Fasco motors exhaust maximum air volume quietly with no radio interference.** One control operates dual closure valve, stops and starts fan. Complete protection from the weather.

51E15—8" Model. 405 C.F.M. Ship. wt. 14 lbs. Retail $24.95. . . . . EACH **$17.10**
In lots of 4 or more, Each $16.40

51E14—10" Model. 869 C.F.M. Ship. wt. 16 lbs. Retail $29.95. . . . . EACH **$20.53**
In lots of 4 or more, Each $19.68



# FishHawk— "A Honey for the Money"

**A 21-foot sport fisherman built for performance, low initial cost, minimum maintenance**

Here—in one little package, is the answer to your planning and your dreams—a real 100% sport fisherman—every inch of her 21 ft carefully developed to satisfy the demands of the most experienced and discriminating fisherman. A large spacious uncluttered cockpit with nothing to foul the lines; roller built into the transom for taking in the big ones or to haul the dink aboard; mast for outriggers, if you want them; instant response to controls; enclosed bridge for the dusty trip home, and even a cabin, complete with two full-size berths, lockers galore, marine w.c. and a simple galley, if you wish.

Designed to meet the long-felt demand for a fisherman of superior construction, low initial cost, economical operation and minimum maintenance, combined with an irresistible appeal to those who know and love boats, the FoxCraft FishHawk merits your immediate consideration. You are cordially invited to visit our exhibit at the New York Motor Boat Show, Blocks F-1 and F-2, or write for further information. Please address all inquiries to our Duxbury office.

Designed and distributed by
ROBERT STANTON FOX,
Naval Architect
DUXBURY, MASS.

## FOXCRAFT

Built under rigid supervision by Quincy Adams Yacht Yard, Inc., Quincy, Mass., and Cape Cod Shipbldg. Co., Wareham, Mass.

## Northill Anchors

**3 to 105 lbs. for boats to 80 ft.**

Your Northill holds in any blow; breaks out easily with vertical pull. Light weight means easy handling and stowing. Used by yachtsmen and fishermen everywhere. See your dealer for proper weight.

NORTHILL COMPANY, INC., LOS ANGELES 45, CALIFORNIA • Subsidiary of THE GARRETT CORP.

*"Keeps Your Bottom Slick"*

## Death to POISON Barnacles

**Add MER-Q-REE (Mercury and Copper Toxic Paste) to any standard brand of anti-fouling paint and your bottom will stay cleaner longer.**

*Write today for full particulars and mention name and address of your dealer*

MER-Q-REE, INC., BETHESDA 14, MARYLAND

## DAIRY FARM

**FRIENDLY ACRES**

Consists of a complete barn, 6 solid plastic non-tip base cows, length 2¼ in., height 1⅞ in., 11 fence section and gate of heavy steel, white enameled. Two milk cans of turned metal, reproduction of an actual milk can ⅝"x⅞".

Barn constructed of heavy steel, lithographed. Stanchions and pens of heavy steel dipped in white enamel, 12¾ in. long, 6½ in. high, 6½ in. wide

**No. B12-6** .....Per dozen sets $34.80
One Set in a Carton

## PLASTIC DOLL HOUSE FAMILY DOLLS

RENEWAL

A complete family of 4 dolls including mother, father, sister, and brother. Each fully jointed and scaled to fit our miniature plastic furniture. Fully Painted—Natural faces and appropriate clothing. Each doll will stand, sit, or kneel and can be placed in a crawling or walking position

**Sister Doll**

3⅝ inches tall, fully jointed

**No. 42** .. . Per dozen $3 60
One Dozen in a Carton

**Mother Doll**

4¾ inches tall, fully jointed

**No. 43** ..... Per dozen $3.60
One Dozen in a Carton

**Brother Doll**

3¾ inches tall, fully jointed.

**No. 45** .....Per dozen $3 60
One Dozen in a Carton

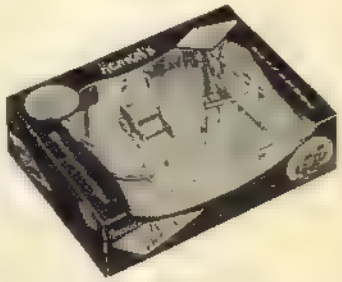
**Father Doll**

4¾ inches tall, fully jointed

**No. 44** ..... Per dozen $3 60
One Dozen in a Carton

## PLASTIC DOLL HOUSE FURNITURE SET

RENEWAL



**6 Piece Outdoor Set**

Consists of stroller, doll, kiddie car, playground swing, playground see-saw and playground slide in beautiful window-type multi-colored gift package.

**No. 1112** . . . . . Per dozen $12.00
One Dozen Sets in a Carton

**8 Piece Utility Room**

Consists of washing machine, sewing machine, telephone, step-on-can and dustpan, ironing board and iron, vacuum cleaner in beautiful multi-colored window-type gift package

**No 1012** . . . . . Per dozen $12.00
One Dozen Sets in a Carton

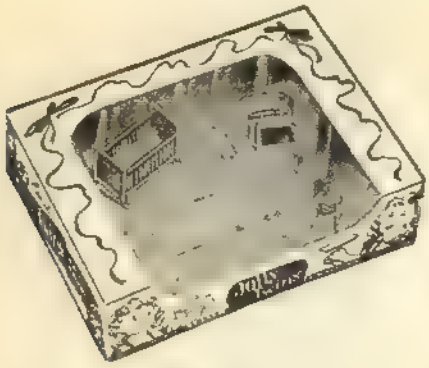
**9 Piece Doll House Accessories**

Stool, scale, smoking stand, mantle clock, kitchen clock, step-on-can and dust pan, telephone and vacuum cleaner in beautiful multi-colored window-type gift package.

**No. 100** ..... Per dozen $12 00
One Dozen Sets in a Carton

## PLASTIC DOLL HOUSE FURNITURE SETS

**RENWAL**

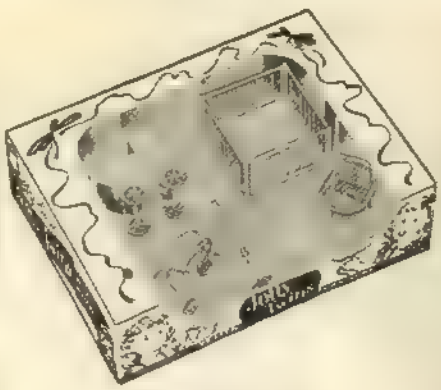


**6-Pc Nursery Set**

Doll, crib with spread, high chair, dolly's bath, night table, table lamp in beautiful multi-colored window-type gift package.

**No. 112** ..... Per dozen $12.00

One Dozen Sets to a Carton

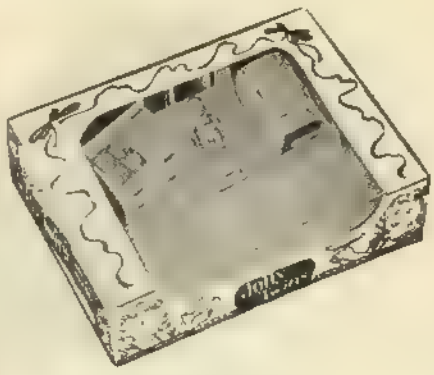


**6-Pc. Play Room Set**

Doll, tricycle, playpen, carriage with spread, dolly's Toydee chair, Floor lamp in beautiful multi-colored window-type gift package.

**No. 412** ..... Per dozen $12.00

One Dozen Sets to a Carton

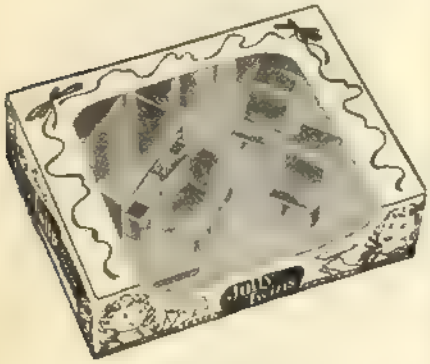


**8-Pc. Kitchen Set**

Doll, refrigerator, sink or stove, table, four (4) chairs in beautiful multi-colored window-type gift package

**No. 712** ..... Per dozen $12.00

One Dozen Sets to a Carton

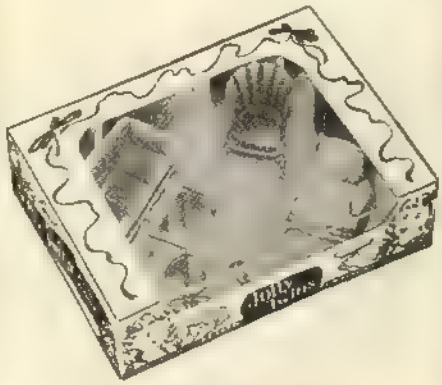


**6-Pc. School Room Set**

Doll, teacher's desk, teacher's chair. Two (2) student's desks. Mantle clock in beautiful multi-colored window-type gift package

**No. 212** ..... Per dozen $12.00

One Dozen Sets to a Carton



**7-Pc. Living Room Set**

Doll, barrel chair, club chair, sofa, cocktail table, end table, table lamp in beautiful multi-colored window-type gift package.

**No. 512** ..... Per dozen $12.00

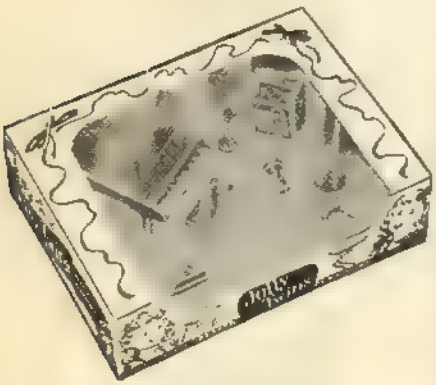
One Dozen Sets to a Carton

**7-Pc Bed Room Set**

Doll, bed, vanity, highboy, night table, table lamp, and vanity bench in beautiful multi-colored window-type gift package.

**No 812** ..... Per dozen $12.00

One Dozen Sets to a Carton



**8-Pc. Music Room Set**

Doll, piano, bench, radio-phonograph, table radio, end table, table lamp, smoking stand in beautiful multi-colored window-type gift package.

**No. 312** ..... Per dozen $12.00

One Dozen Sets to a Carton

**8-Pc. Bathroom Set**

Doll, tub, sink, toilet, hamper, scale stool, night table, in beautiful multi-colored window-type gift package

**No. 612** ..... Per dozen $12.00

One Dozen Sets to a Carton

**8-Pc. Dining Room Set**

Doll, china, closet, server, table, four (4) chairs in beautiful multi-colored window-type gift package.

**No. 912** ..... Per dozen $12.00

One Dozen Sets to a Carton

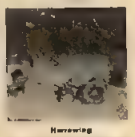
## There Are Year 'Round Uses For

# Planet Jr.

## TRACTORS

Model 3P-1 with B-12 Cultivator

Plowing



Harrowing

Field Mowing

Plowing Snow

Any month of the year you will find a practical job for a Planet Jr. Garden Tractor.

This versatile tractor saves time in so many jobs: Plowing and Harrowing in spring—Cultivating and Mowing in summer and fall—Plowing Snow in winter. Planet Jr. takes care of all these jobs and does Seeding and many other jobs as well.

Now is the time to arrange for delivery of a Planet Jr. Garden Tractor.

S. L. ALLEN & CO., Inc.
3437 North 5th Street
Philadelphia 40, Pa.

Planet Jr.

Bradley's REDUCED PRICES
Save YOU UP TO 20% on Fruit Trees, Plants Roses and Shrubs

Hundreds of new introductions and old favorites illustrated and described in Bradley's big new summer Cat alog. Most of early bearing varieties offered to you at money saving prices For bigger, more profitable, dependable crops plant Bradley's true-to-name, state-inspected, GUARANTEED QUALITY nursery stock. Big assortment of collection offers save you a full 20% and more below regular catalog prices Complete line of peach, apple, cherry, plum, nut trees, berries, grapes, roses, shrubs, listed in Bradley's Bargain Catalog. Send today for FREE copy.

Send For FREE CATALOG

BRADLEY BROS., Carbondale, Box 12, Illinois

NEW VEGETABLES
You're read about!

SOUTHLAND TOMATO — New plant breeding triumph of U.S. Dept. of Ag. Disease-resistant. Big crops of large, smooth, solid-red fruits.

PROGRESS HEAD LETTUCE—A new model developed by U.S.D.A. Tip burn resistant. High quality, extra-solid heads of superior flavor.

RANGER BEAN—The new white-seeded green bean released by U.S.D.A. Ideal for green snap beans or baking.

WANDO PEA. Best performer in Minnesota Exectension Trials. Excels in freezing and canning qualities.

NEW HAMPSHIRE MIDGET WATERMELON—A sensation for small gardens! Extra early. Crisp, juicy, red flesh of high sugar content.

Write for FREE CATALOG

FARMER SEED & NURSERY CO.
13 No. 12th St., Faribault, Minnesota


**Now is the time to:**

*Prune trees.*
*Read a good book.*
*Invite neighbors for oyster stew.*

cucumber, the *Palmetto*, for their gardens. It was developed at the South Carolina Truck Experiment Station, and has been released to seedsmen. Palmetto is well shaped, 8 to 9 inches long, has excellent color, and good flavor. It has made tremendous showings in trials in South Carolina, Florida, and Texas.

**Tomato.** Because it produces a good-sized crop on a small vine, the new *Gem* tomato is expected to become a favorite with home gardeners. Three Gem plants will grow where only two plants of other varieties could be planted. The Gem was bred at the New York Experiment Station, Geneva, N. Y.

**Blackberry.** A new, heavy-producing blackberry, the *Chehalem*, is expected to find favor with folks who have home freezers or freezer lockers. Besides freezing well, its berries are bright in color, and highly flavored. The new variety comes from a cross of Santiam and Himalaya varieties at the Oregon Experiment Station, Corvallis, Ore.

## Mulching Will Help Save Orchard Soils

Fruit growers over the country are turning more and more to mulching as a way of handling orchard soils.

It's pushing out the age-old practice of clean cultivation, and as even giving cultivation with cover cropping some keen competition.

Reports from Ohio and other areas show that mulching makes all plant food elements more available to the trees.

In addition, mulching helps prevent soil washing. Although it has been used mainly in apple orchards, it can also be used for other tree fruits, even peaches.

What is used for mulch varies in different parts of the country, depending upon what is available. Hay, swamp swale, straw, and seaweed have all been used successfully.

Recent tests in New Hampshire showed that a hay mulch kept down weeds and grass and increased soil fertility. Sawdust was also tried, but was not as successful as hay.

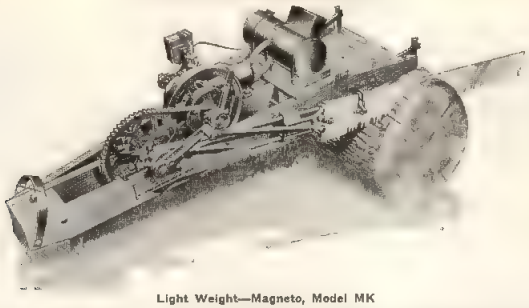
Tests in Massachusetts also have shown that plant food additions were rarely needed when a heavy hay mulch is used.

Many growers use low, early-frosted or wet ground not adapted to orcharding as a place to grow mulching materials.

*How to tell the difference between weeds and vegetables: Those that come up twice after hoeing are weeds.—Lewis C. French, Wisconsin newspaper man*

Freight, Second Class

# GASOLINE DRAG SAWS



Light Weight—Magneto, Model MK

An outfit that will stand up under continuous day in and day out service, in all kinds of weather and under all sorts of conditions; high grade materials, skillful workmanship and superior design; fully guaranteed against defects and workmanship.

| | Each |
|---|---|
| +No. A329Y—Drag Saws; standard weight battery ignition, 4-horse power, net weight 270 lbs., shipping weight 360 lbs | $132.00 |
| +No. A329YK—Drag Saws; standard weight magneto ignition, 4 horsepower, net weight 280 lbs., shipping weight 365 lbs. | 139 50 |
| +No. A329MN—Drag Saws; lightweight, battery ignition, 3 horse-power, net weight 210 lbs., shipping weight 285 lbs | $127 50 |
| +No. A329MK—Drag Saws; lightweight magneto ignition, 3-horse-power; net weight 215 lbs., shipping weight 290 lbs. | 135 50 |

## DRAG SAWS

DRAG OR BUTTING

Double refined cast steel; extra tempered; patent ground.

Drag or butt saws are made from specifications only. Wider or thicker saws can be furnished on specification.

10 Gauge; 6 in. wide at tip; 8 in. wide at butt

*No. A329A—Atkins Drag Saws

| Length, Feet | 5 | 6 | 7 |
|---|---|---|---|
| Per Foot | $3.02 | 3.25 | 3.48 |

All saws fitted, ready for use. Drag saws taper ground, add 5% to list of each gauge taper grinding.

## BAND SAWS

NARROW

Set and Filed, not Joined; Specify if wanted Brazed; Can furnish any Length; For Light Resawing and Scroll Work on Band Saw Machines; Up to ½ in. is for Circular Sawing, Larger Sizes for Straight Work.

+No. A329J—Band Saws

| Width, In. | ¼ | ⅜ | ½ | ⅝ | ¾ | 1 | 1¼ | 1½ |
|---|---|---|---|---|---|---|---|---|
| Gauge Nos. | 21-22 | 21-22 | 21-22 | 21 | 21 | 20 | 20 | 20 |
| Stand. No. Teeth Per In. | 5-6 | 4, 5, 6 | 5, 6 | 4, 5 | 4, 5 | 4, 5 | 2, 3 | 2, 3 |
| Weight Foot, Oz. | ¼ | ½ | ⅛ | 1 | 1¼ | 1½ | 1¾ | 1¾ |
| Per Foot | $0.13 | .13 | .14 | .15 | .16 | .20 | .23 | .29 |
| Brazing, Each | .59 | .59 | .59 | .59 | .88 | 1.17 | 1.17 | 1.76 |

## BAND SAWS

WIDE

We can furnish Atkins, Disston, Simonds, Ohlen or any other Brand, for Factory shipment only.

When ordering Wide Band Saws, state whether Right or Left Hand Saw is wanted, also give Full Particulars as to Length, Width, Distance from Point to Point of Tooth, Gauge, Style of Tooth, Back Edge, etc.; If Crowning Back is wanted, state fraction of an inch of Crown in 5 ft. which varies from $\frac{1}{100}$ to $\frac{1}{25}$ of an inch.

+No. A329H—Band Saws

For Light Work in Repair Shops, Factories, etc.

| Width, In. | 2 | 2½ | 3 | 3½ | 4 | 4½ | 5 |
|---|---|---|---|---|---|---|---|
| Gauge Nos. | 18-20 | 18-20 | 18-20 | 18-20 | 17-19 | 17-19 | 17-19 |
| Weight Foot, Oz. | 4 | 6 | 7 | 8 | 10 | 11 | 13 |
| Per Foot | $0.94 | 1.35 | 1.36 | 1.53 | 1.92 | 2.12 | 2.30 |

For Saw Mill Use

| Width, In. | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|
| Stubs Gauge | 17-19 | 16-18 | 14-18 | 14-18 | 14-16 |
| Strain, Lbs. | 4212 | 4914 | 5616 | 6318 | 3960 |
| Tension Circle, Ft. | 26 | 30 | 30 | 30 | 30 |
| Weight Ft., Lbs. | 1¾ | 2 | 2¼ | 2½ | 2¾ |
| Per Foot | $2.89 | 3.27 | 3.66 | 4.57 | 5.10 |

| Width, In. | 11 | 12 | 13 | 14 |
|---|---|---|---|---|
| Stubs Gauge | 14-16 | 13-15 | 13-15 | 13-15 |
| Strain, Lbs. | 9856 | 10,752 | 11,648 | 12,544 |
| Tension Circle, Ft. | 40 | 40 | 50 | 50 |
| Weight Ft., Lbs. | 3 | 3¼ | 3½ | 3¾ |
| Per Foot | $5.75 | 6.37 | 7.67 | 8.94 |

Odd Widths not Listed, take the price of the Next Wider Size, Heavier Gauge than listed, add 5% to List for Each Gauge Heavier; No extra charge for One to Two Gauges Thinner than List. When more than Two Gauges Thinner add 5% to List for Each Gauge; Double Edge, all Widths, advance 10% over single Lists

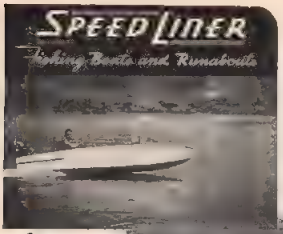
## SILVER SOLDER

For Brazing Joints of Band Saws

| | Per Ounce |
|---|---|
| *No. A329M—Solder; best quality; ⅝, ¾ in. wide | $2.00 |

One Ounce in Box

+For Factory Shipment Only. * Duluth Stock Only. * Western Stock Only




# Your Dream Boat

## Has More Speed per H. P.

● SPEEDLINER Boats...precision built from bow to stern. . give you the advantage of every ounce of power. And their modern streamline design adds to their appearance, maneuverability and seaworthiness. All are built of finest materials with all latest improved features. Nine sleek models to fit your every need. Be sure to see the SPEEDLINER.

**GENERAL MARINE CO.**, Dept. 404, 6TH and OAK STS. ST. JOSEPH 34, MO.

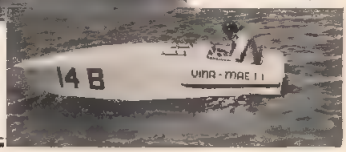
E. MEJIA KLEIN in his "TROPHY" Speedliner cruising the waters of San Salvador.

ED. PARSLEY, Los Banos, Calif., in his VINA-MAE III, a Speedliner hull. Competitive world record holder for B Racing inboard runabouts—1948.

**DEALERS:**

Write immediately for full details of this line of fast-selling boats. Some dealership opportunities still open in a few choice territories.

ELDON T. GATES, Needles, Calif., winner of Class III in the Colorado River marathon of 1948. Average speed 30.5 MPH, 85 mile course.

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ROBERT ROOF'S *BLUE STREAK* ENGINES

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Complete V-60-100-110 Fords made oversize to the following oversize: 239-255-275-308. Lincoln Oversize 361 Cu. In. Studebaker Champ, Willys Chevrolets.

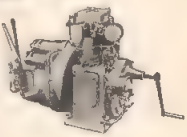
●

Special Speed equipment Dual Intake Manifolds Dual spark heads, Oversize valves, Camshaft, New or reground Lyn to flywheels, Dual Dual Drive- Tach Mounting and many other Supplies. $1.00 for Instruction Sheet with catalogue and price sheet

## boating's best buys

Our modern yard at City Island has every facility for keeping your boat shipshape Make it your yachting headquarters. Inquire about the 36' twin screw Sedan Craft, an economical cruiser that you'll really be proud to own

We are distributors for the new low-priced, light weight Coventry Victor Diesel. We also still have a few unused surplus G.M. Model 6046 and Chrysler M-6 Royal '41 with a new engine guarantee.



We are distributors for Durahart and Navicote, a complete line of marine finishes featuring an entirely new development in anti-fouling and anti-corrosive bottom paint, manufactured by Hart and Burns, Inc.

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*For Over A Quarter of A Century Specialists In*

AMERICA'S BEST SELLING

# COWBOY MERCHANDISE

## Ready for 1949 With Our Finest Line Of

**GENE AUTRY**

TEXAS STAR RANGER ★ LONE RIDER

GENUINE LEATHER HOLSTER SETS

COWBOY SUITS - GUNS

HATS - CUFFS - SPURS

WIDEWESTERN BELTS

*From Manufacturer To You*

From stem to stern, the M. A. HENRY Line is all our own make. We do our own casting and plating. We operate our own finished leather department. Our suits are all made in our own factory as are all our plastic parts. All this results in manufacturing economies that make for superior values and quality.

*For Better Cowboy Sellers Always See*

# M. A. HENRY CO., INC.

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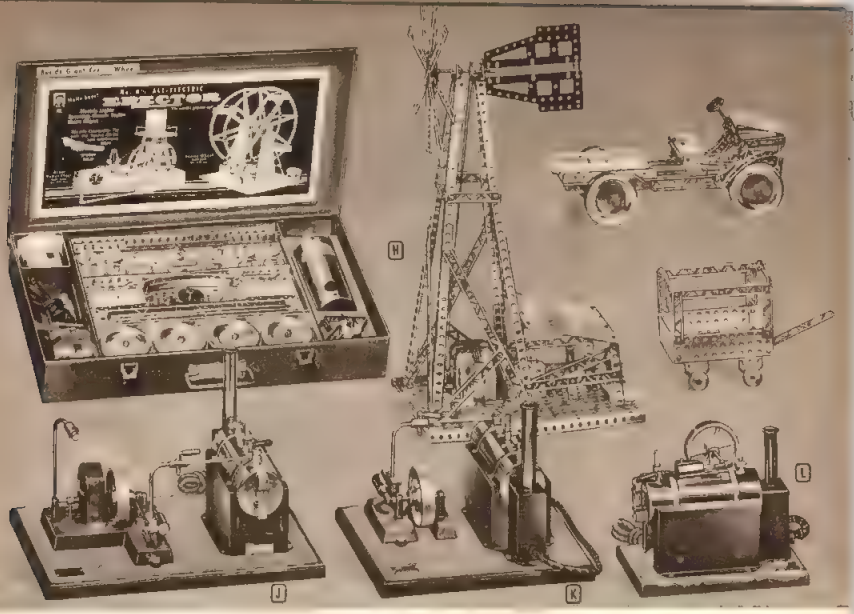
## MERCURY Bicycles

*Their beauty gives Mercury Bicycles an* **extra** *sales advantage. Available in a complete range of sizes—16", 20", 24", 26". . . The complete Murray Ohio line includes:* STEELCRAFT *Velocipedes* *Autos* *Wagons* *Tricycles* . . . MERCURY *Bicycles* MUSSELMAN *Coaster Brakes*

**The Murray Ohio Mfg. Co. • Cleveland 10, Ohio**

ILLUSTRATED CATALOG SENT ON REQUEST

SYMBOL OF QUALITY




# *Gilbert Erector Sets . . . Jensen Steam Engines*

(H) WELL KNOWN GILBERT ERECTOR SETS . creative and instructive Patented interlocking edges on steel girders make models stronger. Only erector builds the square girder with interlocking edges Pieces from sets interchangeable . . . each set has girders, wheels, angle braces, brackets, plates, nuts, bolts. Sets No. 8½, 6½, 7½ with electric engine No. 4½ has wind-up motor.

No. 8½ THE ALL ELECTRIC SET (shown) Makes big powered ferris wheel, draw bridge, and many other items. Has 110-volt A.C. reversible electric engine, flexible coupling, lifting magnet, lights, engineer's shack, boiler and large supply of pieces. Metal case 20¼x12¼x2¾ in.
48 TP 2477 M *Postpaid*. Instruction book . 19.95

No. 6½ SET (not shown). Builds windmill shown above, lift bridge etc. Includes 110-volt, A.C. electric engine and supply of construction pieces. In cardboard case 16x6x2¼ in.
48 TP 2467—*Postpaid*. Instruction book 8.95

No. 2½ SET (not shown). Makes elevator, delivery truck shown above, etc. Includes wheels and supply of construction pcs. Box 18x10x1½ in
48 TP 2465—*Postpaid* With booklet . . . 3.00

No. 7½ THE ENGINEER'S SET (not shown). Builds many types of steam engines, trucks, etc Includes 110-volt, A.C. Reversible electric engine, flexible coupling, shack, boiler and a large supply of construction pieces. In metal case 18¼x10½x2⅞ in With instructions
48 TP 2478 *Postpaid*. . . . . 15.00

No. 4½ SET (not shown). Makes Airplane, sport roadster, trip hammer etc. Includes wind-up motor and supply of construction pieces In cardboard box 18x9¾x2½ in With booklet
48 TP 2466—*Postpaid* . . . . . 6.95

No. 1½ SET (not shown). Makes excavating shovel, hoist, cart etc. In cardboard box 13½x 9½x3½ in. With instruction booklet
48 TP 2472—*Postpaid* 1.75

(J K L) FINEST JENSEN STEAM ENGINES to run your models and provide instructive fun! Underwriters Listed . positive acting safety valves Electric units heat water in the brass boilers . develop steam that operates a piston and turns the fly wheel. Boilers Nickel plated brass. Whistles and water gauges. Nickel plated parts. Operate on 110 volt, A.C. or D.C. Instructions.

(J) STEAM ENGINE AND POWER PLANT. Runs engine that operates generator to develop a 3-volt alternating current that lights the little lamp. Boiler is 2½x5 in., 8½ in high, 8½x15-in wood base
48 T 2272—Ship. wt. 11 lbs. . . . . 19.95

(K) STEAM ENGINE WITH SPEED CONTROL. Throttle valve enables you to control speed. Boiler is 2½x5 in . 8½ in. high; 8½x11 in wood base
48 T 2271 Ship. wt. 7 lbs . . . . . 12.95

(L) STEAM ENGINE. Develops a constant speed in the engine. Boiler 2½x6 in.; 9½ in. high.
48 T 2270—4½x6¼-in. Wood base. Wt. 4 lbs . 7.79

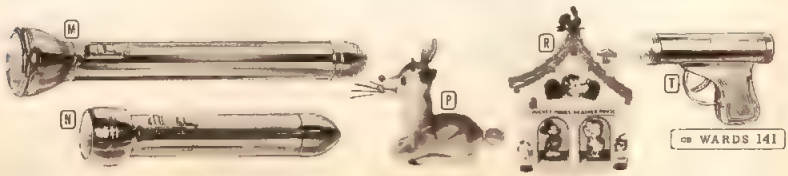
(M) 5-CELL FLASHLIGHT — Better Quality. Prefocused beam Chromed brass case Clear glass lens. 3-position switch.
86 W 3143 Bulb incl.; batteries sold below. Wt. 2 lbs. . 1.85

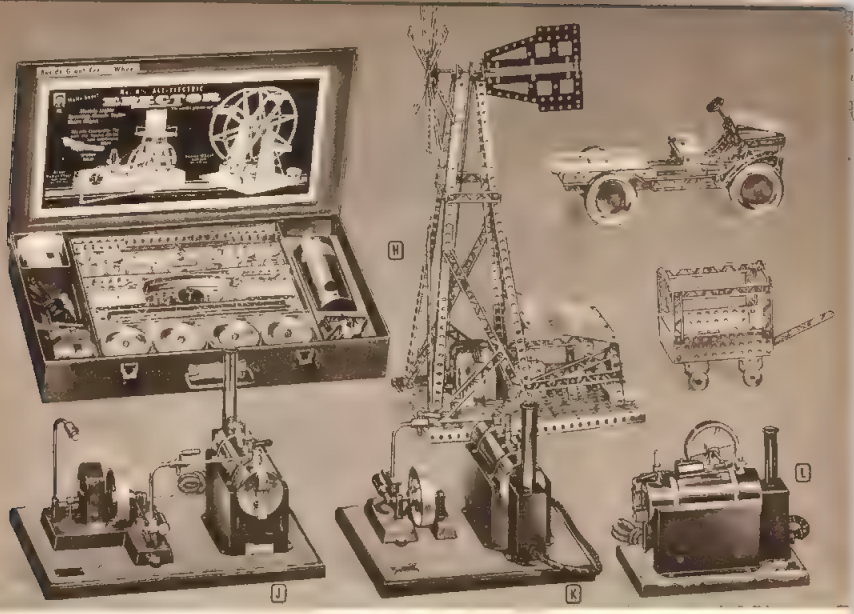
(N) 2 AND 3-CELL FLASHLIGHTS—Best Quality. Spotlight or flood light. Triple chromed brass case. Plastic shatterproof lens
86 W 3158—3-Cell shown; 10 in. Bulb incl. Wt. 1 lb. 1.59
86 W 3155 2-Cell, 8 in. Bulb incl. Ship. wt. 12 oz 1.39
86 W 3259—CELLS . . fit flashlights above. Wt. 12 oz. . 2 for 18c

(P) RUDOLPH FLASHLIGHT. Press his tail and a beam of light flashes below his little red plastic nose as Rudolph the Red Nosed Reindeer can light your way! He's made of tan plastic trimmed with brown, has green horns, flexible ears. Battery, bulb incl.
48 T 2204 —4 in. long. Wt. 8 oz. 87c

(R) PLASTIC WEATHER INDICATOR. Predicts weather in advance Mickey Mouse and Donald Duck are forecasters, Pluto is lookout
48 T 2202—Abt 6½ in. high Wt 4 oz. . . . . 89c

(T) FLASHLIGHT GUN Pull trigger and it throws a beam of light. Lightweight metal, plastic lens. With 2 batteries and bulb 5¼ in long.
48 T 2203—Ship. wt. 8 oz. . . . . 75c



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48 TP 2465—*Postpaid* With booklet . . . 3.00

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48 TP 2466—*Postpaid* . . . . . 6.95

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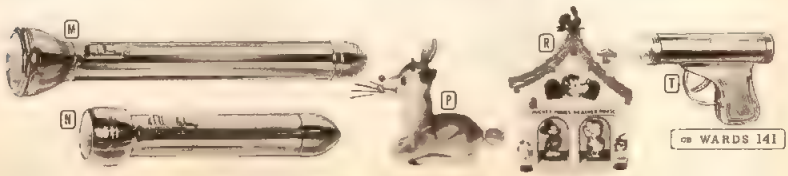
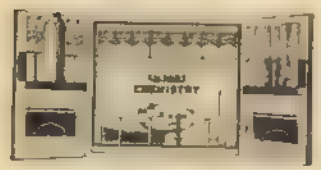


# Gilbert Toy Sets

## Junior Chemistry Laboratory



Make fire ink, dye, cotton cloth, fire proofing experiments, explains why silver tarnishes, etc. 25 pieces of chemicals and apparatus, 18 inches of metal shelf room and wooden test tube rack. 151 experiments all explained in big instruction book. Blue wooden laboratory cabinet.

| Stock No. | Mfr's. No. | Box Size In. | lb Ea. | Fact. List EACH |
|---|---|---|---|---|
| 4H 1852 | 2 | 19⅝x8⅝x2½ | 2 | [S] $4.15 |

Twelve in a carton

23 pieces of chemicals and apparatus, including test tube rack. Large manual of instructions shows how to do 151 experiments.

| Stock No. | Mfr's. No. | Size Box In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1851 | 1 | 13½x9⅝x1⅝ | 1½ | [S] $1.85 |

Twelve in a carton.

## Mysto Magic

Contains 12 startling and Mystifying tricks including Famous Ming Toy Laundry Ticket, Mysterious Vanisher, New Ace Trick, Sphinx Card Trick, Multiplying Billiard Balls, Jumping Peg, Svengali Mind Reading Wonder, Mysterious Linking Rings, etc. Includes make-up kit of mustache and goatee and poster. Simple, effective, up to date. Can be performed anywhere from the drawing room to the stage. Packed in cardboard box.

| Stock No. | Mfr's. No. | Box Size In. | Fact. List EACH |
|---|---|---|---|
| 4H 1890 | 2½ | 20⅝x13¾x1¼ | [S] $3.70 |

Six in a carton.

## Mysto Magic

Contains an assortment of mystifying tricks by world's greatest magicians including famous dice in the box mystery, magician's rhapsody, glass and bottle transposition. Handkerchief cassette trick, drum head tube trick. Contains magic manual, handkerchief manual, knots and splices manual that describe many additional tricks. Make-up kit includes mustache, goatee and poster. Packed in hinged cover cardboard box.

| Stock No. | Mfr's. No. | Box Size In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1895 | 5 | 20⅝x13⅝x2½ | 4½ | [S] $8.35 |

Three in a carton.

Ten tricks for the pocket or stage. Simple and easy to perform, including the famous mysterious Photoplasmic Mystery. Cut and Restore Paper Ribbon, Multiplying Cards, Multiplying Coins, Vanishing Handkerchief, Buddha Money Mystery, Phantom Card Trick, Galloping Dime, Hiding Chessman, Spiral Wire Illusion.

| Stock No. | Mfr's. No. | Box Size In. | Fact. List EACH |
|---|---|---|---|
| 4H 1911 | 1½ | 18x10x1¼ | [S] $2.00 |

One dozen in a carton.

## The Kiddikins

A pre-school age toy for children too young for Erector. Teaches construction through assembly of interchangeable wooden parts which combine to make an intriguing group of comical figures and amusing animals.

All parts brilliantly colored and easily assembled. A year round seller—attractively packaged in modern transparent Kodapak container complete with illustrated folder showing twenty-five figures and animals that can be made.

| Stock No. | Mfr's. No. | lb Each | Fact. List EACH |
|---|---|---|---|
| 4H 1785 | 1 | 2 | [S] $1.50 |

Twenty-four in a case.

## No. 2 Kiddikins

Kiddikins extremely flexible and permits building numerous models of various shapes and designs. Large base panel, wheels, balls, dowels, animal head push pins and cylinders, all interchangeable, combine in assembly to make interesting groups of funny figures and animals as well as table, benches, wagons, push carts and other imitation models. Presented in modern visual packaging effect. Completely assembled 4 wheel cart with railing holds extra parts enclosed in transparent gauze sack. Full view contents of each set. Illustrated folder included. Brilliant colored parts, enamel finish.

| Stock No. | Mfr's. No. | lb Dozen | Fact. List EACH |
|---|---|---|---|
| 4H 1786 | 2 | 26½ | [S] $2.60 |

One dozen in a carton.

## Babykins

New wooden assembly toy for little tots in the two to four year old class. Definitely a play toy for extremely young children who amuse themselves by piling, handling and arranging to their own fancy the various brightly colored parts in set. For the trifle older child knockdown parts pave the way for assembly of figures and models. Highly amusing wood toy for this age group that gives hours of fascinating fun. Complete toy in model assembly with card, enclosed in transparent gauze sack. A novel visual package presentation ideal for counter or window display. Inserted in tube for mailing.

| Stock No. | Mfr's. No. | lb Dozen | Fact. List EACH |
|---|---|---|---|
| 4H 1788 | 1 | 7½ | [S] $1.50 |

Two dozen in a shipping carton.

## Puzzles

Contains 22 wire puzzles and six new baffling teasers such as Radio Tube Trick, Hungry Pup Trick, Ring A Peg Ball and Gear, etc. Amusing, educational.

| Stock No. | Mfr's. No. | Box Size In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1897 | 1033 | 20½x13¾x1½ | 2 | $3.70 |

Six in a carton.

# Gilbert Toy Sets

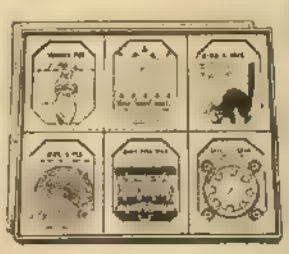
Eighteen of the most interesting and fascinating puzzles available. Complete instruction booklet gives details as to the solution of these puzzles. Packed in four-color labeled carton.

| Stock No. | Mfr's. No. | Size Box In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1896 | 1032 | 10x18x¾ | 1¼ | $1.60 |

Twelve in a carton

## Puzzle Tricks

Six clever tricks assembled in 4-for grown-ups as well as youngsters. Every trick a teaser that brings fascinating and interesting fun.



| Stock No. | Mfr's. No. | Size In. | lb Ea. | Fact. List EACH |
|---|---|---|---|---|
| 4H 1915 | 1034 | 10⅝x8⅞x1¼ | 1¼ | $2.10 |

Twelve in a carton.

# Tool Chests

Handy Set 22 pieces of real practical tools—16-in. Saw, Axe brace, 2-Jaw Screw Chuck Hammer, 9 in. Plane, level, etc. Red metal carrying case, brass handle, reinforced corners, suitcase catches. Attractive label on cover.

| Stock No. | Mfr's. No. | Size Box In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1881 | 11 | 20¼x12½x3 | 15 | $13.60 |

Three in a carton.

16 pieces of better-grade tools for the younger carpenter. 16-in crosscut saw, 7¼ in. Plane, 2-Jaw Screw Chuck with brace. Assembled in metal carrying case with brass handle. 6 to a carton. 36 lbs.

| Stock No. | Mfr's. No. | Size Box In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1880 | 7 | 18¼x10½x3 | 9 | $10.45 |

Six in a carton.

# Tool Chests

Packed in red metal carrying case with brass handles. Attractive four color label on inside and outside cover. Contains 18 useful tools.

| Stock No. | Mfr's. No. | Size Box In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1877 | 2½ | 16¼x8¼x2¾ | 6 | $5.20 |

Six in carton

Tools are packed in a red metal carrying case—total 10. Tools include hammer, screw driver, saw, ruler, etc. Attractive label on cover.

| Stock No. | Mfr's. No. | Size Box In. | lb Ea | Fact. List EACH |
|---|---|---|---|---|
| 4H 1876 | 1½ | 14x8¼x2½ | 3¼ | $2.65 |

Six in a carton

## American Toy & Furniture Co.

### 16 Pieces

Set includes 16 real tools: brace and bit, plane, square, level saw chisel screwdriver, pliers hammer, triangle, plumb bob, ruler, pencil, 2 punches and sandpaper. Packed in metal lacquered chest with brass plated handle.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2949 | M5 | 16x8¼x2¾ | 64 | $66.80 |

One-half dozen sets in a carton.

### 12 Pieces

Set includes 12 real tools: ruler, saw, hammer, screwdriver, punch, saw, chisel, square, triangle, pliers, scraper and sandpaper. Packed in metal lacquered chest with brass handle.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2948 | M3 | 15x5½x2¾ | 45 | $39.75 |

One dozen sets in a carton.

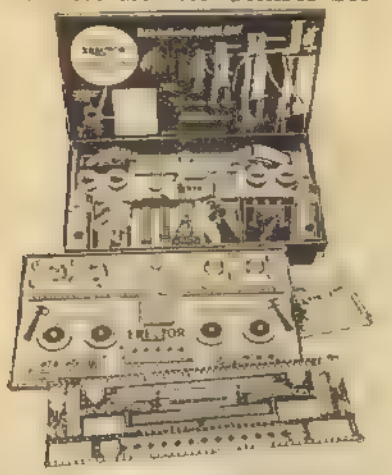
### 10 Pieces

Set includes 10 real tools: hammer, sandpaper, screwdriver, chisel, pliers, square, saw, punch, pencil and triangle. Packed in metal lacquered chest with brass plated handles.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2947 | M2 | 12½x5x2¾ | 25 | $26.70 |

# Gilbert Toy Sets

## Gilbert Remote Control Set

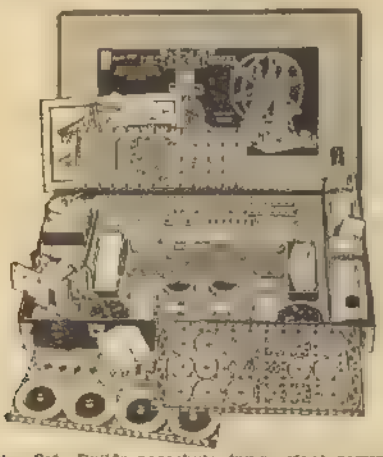


Has three powerful motors, wind up motor, 110V AC electric engine with gear shift for forward, reverse and stop. 15V-AC DC motor. Set contains seven 15V safety type transformers with automatic cut-out, caterpillar treads with new tread wheels, push button with coded wires, two boilers and giant flywheel. Set builds realistic action models, that start, stop, reverse at touch of a push button all remote controlled. Packed in three layers in boxed cover metal box. "How to make 'em book" included.

| Stock No. | Mfr's No. | Box Size In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1783 | 12½ | 24x14x4¼ | 10 | [S]$62.50 |

One in a carton.

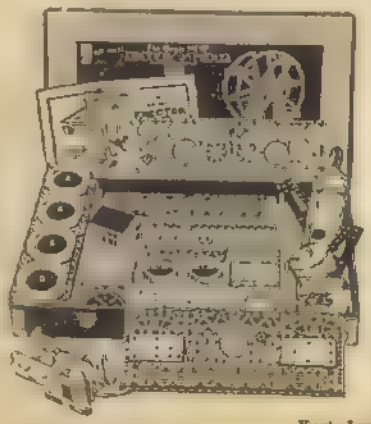
## Erector Sets



**The Automotive Set**—Builds parachute jump, giant power plant, automobiles. Whistle, electric engine with gear shift for forward, reverse and stop. 110 volt A.C. only. Electric lights illuminate models. Chassis parts, big channel girders, giant fly wheel, etc. The set that builds trucks, elevator, mammoth walking beam engine, etc. How-to-Make-Em Book.

| Stock No. | Mfr's No. | Box Size In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1782 | 9½ | 22¼x13¼x2¾ | 25 | [S]$28.90 |

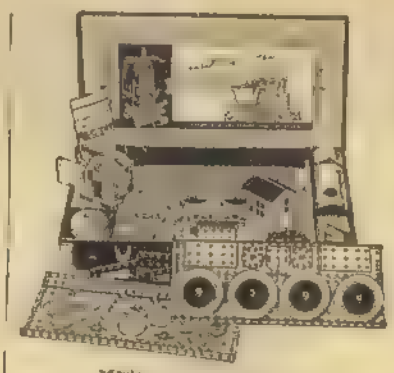
One in a carton.



**The All-Electric Set**—Builds the Bascule Bridge and Ferris Wheel. Has whistle, 110 volt reversing electric engine, lifting magnet. Builds bridges, oil drilling rig, magnetic cranes, derricks, etc. Includes lights, miniature house, increased number of base plates, girders, etc. How-to-Make-'Em Book. Packed in metal cabinet.

| Stock No. | Mfr's. No. | Box Size In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1781 | 8½ | 24¼x12¼x2¾ | 18 | [S]$20.95 |

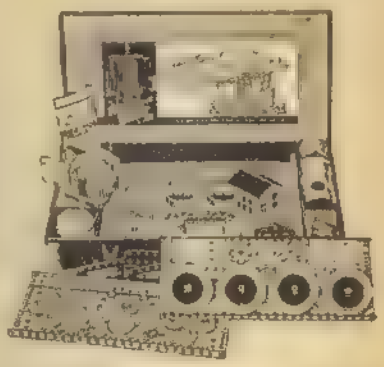
Three in a carton.



The Electric Engine Set. Electric engine with gear shift operates two movements, each of which can be independently stopped, started, or reversed. Electric lights illuminates models. Builds all types of steam engines, trucks, derricks, etc. Includes boiler, large wheels, base plates, gears, pinions, etc. How to Make-'Em book. Packed in metal cabinet.

| Stock No. | Mfr's. No. | Size Box In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1780 | 7½ | 18¼x10½x3 | 12 | [S]$15.75 |

Three in a carton.



Includes motored electric engine with gears, pinions, pulleys, etc. Operates on 110 volt, A.C. only. Builds windmill pump, airplane beacon, pile driver, etc. Includes miniature house for bridge tender, ticket seller, watchman, etc. How-to-Make-Em book. Packed in metal cabinet.

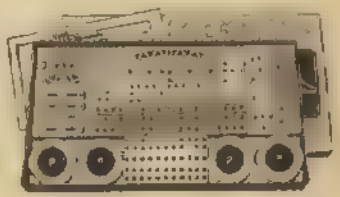
| Stock No. | Mfr's. No. | Size Box In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1779 | 6½A | 16¼x8½x3 | 10 | [S]$11.50 |

Six in a carton.

The set with powerful mechanical motor. No wires, batteries or transformer necessary. Builds horizontal engine, windmill, trip hammer, trucks, etc. Miniature house for bridge tender, ticket seller, watchman, etc. Includes girders, large wheels, base plates, etc. How-to-Make-'Em book. Packed in hinged cover cardboard box.

| Stock No. | Mfr's. No. | Size Box In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1778 | 4½ | 18x10x2¾ | 7 | [S]$7.30 |

Six in a carton.



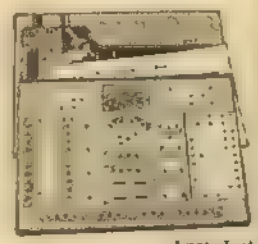
Apprentice set with big red wheels, curved and long girders, etc. Builds ferris wheel, draw bridge, elevator, cranes, etc. Packed in cardboard box with 5 color label and How to Make 'Em book. Size 18x10x¾ inches. Weight 2¼ lb. 12 to carton, 28 lb.

| Stock No. | Mfr's. No. | Size Box In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1776 | 2½ | 18x10x¾ | 2¼ | [S]$3.15 |

Twelve in a carton.

# Gilbert Toy Sets

## Erector Set



Beginners set. Set contains pulley, four sizes of steel girders, three kinds of base plates, part box full of nuts and bolts. Enough parts to build seesaw, windmill, battleship and many other models pictured in How-to-Make-Em book. Packed in a cardboard box with a five color label on cover.

| Stock No. | Mfr's. No. | Size Box In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1775 | 1½ | 13½x9¾x3¾ | 1½ | $1.85 |

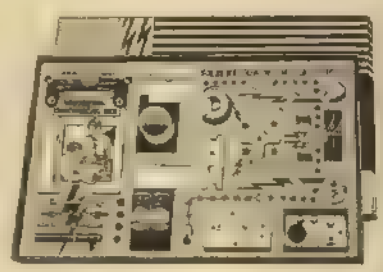
Twenty four in a carton.

Contains liberal supply of bricks in whole and half sizes. Has new and unique model display board which stands erect when set is open. Model display board illustrates large variety of models that can be built with this set.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Fact. List EACH |
|---|---|---|---|---|
| 4H 1872 | 1 | 15¾x10x1¾ | 28 .. | $1.85 |

Twelve in a carton.

## Fun With Electricity



Learn dialing equipment. Parts build electric motor, electro - magnetic bell, buzzer, battery etc. Set has compass, telegraph key, bar magnets etc. Instruction manual. Cardboard box.

| Stock No. | Mfr's. No. | Size In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1865 | 3 | 20¼x13x1¾ | 2 | $5.25 |

Six in a carton.

## Electric Eye

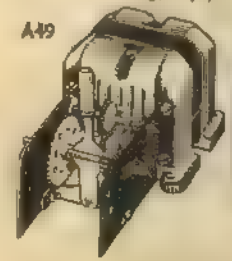
Many amazing performances can be made with this [illegible]. Turn lights on and off. Turn radio on and off by snapping on a flashing and many others. Set contains battery box, electric light socket with bulb, RCA Photo-electric tube, RCA amplifier tube, tube shade and power unit with variable potentiometers. Operates on 110 Volt AC only. Packed in a blue metal cabinet with a hinged cover. Handbook of instruction included.

| Stock No. | Mfr's. No. | lb Each | Fact. List EACH |
|---|---|---|---|
| 4H 1866 | 7 | 3¼ | $14.45 |

Three in a carton.

## Motor

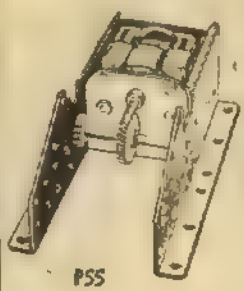
Gilbert 4 speed 2 forward, 2 reverse, electric engine with automobile type gear [illegible]. Has worm drive, die cast housing. Underwriters' approved. Operates on 110 Volts AC 50 cycles only. No radio interference.




| Stock No. | Mfr's. No. | lb Each | Fact. List EACH |
|---|---|---|---|
| 4H 1867 | A-49 | 2½ | $6.25 |

Six in a carton.

## Motor

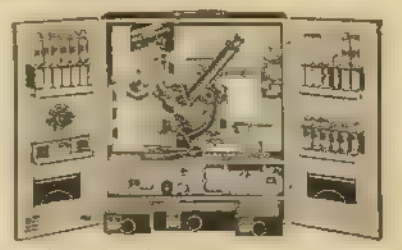



Remote controlled reversing electric engine operates on 7-15 Volts AC or DC. Not just a motor but a rugged power [illegible] complete with gear box. Powerful [illegible] drive. Three color coded wires and push button for remote control of trucks and other models that start, stop, reverse at touch of push button.

| Stock No. | Mfr's. No. | lb Each | Fact. List EACH |
|---|---|---|---|
| 4H 1868 | P-55 | 2½ | $4.75 |

Six in a carton.

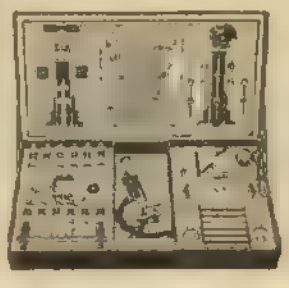
## Microscope Sets



DeLuxe outfit in metal cabinet featuring Polaroid Jr. analyzer and polarizer. Contains professional type Microscope equipped with three different objective lenses mounted in turret giving from 95 to 400 power with tube extended, also intermediate range. Has a substage light, bench microtome, alcohol lamp, adequate supply of specimens and all the equipment included in set No. 7. Really a complete set for advanced work.

| Stock No. | Mfr's. No. | Oper. Size In. | lb Ea. | Fact. List EACH |
|---|---|---|---|---|
| 4H 1887 | 10 | 14½x26x3¾ | 8 | $11.50 |
| 4H 1889 | 15 | 14½x26x3¾ | 8 | 16.75 |

Three in a carton.



Equipped with Polaroid Jr. Scope has high resolving power magnifying 50, 90 and 210 diameters. Rack and pinion focusing. 38 pieces of apparatus, chemicals and equipment including 110 volt substage light, slides, specimens, stains, dissecting kit, large dissecting piece with magnifying lens and an illustrated manual showing how to do 213 experiments. In cardboard box.

| Stock No. | Mfr's. No. | Size In. | lb Ea. | Fact. List EACH |
|---|---|---|---|---|
| 4H 1886 | 6 | 18x10x2¾ | 4¾ | $7.50 |

Six in a carton.

## Chemistry Laboratory

Rows and rows of chemicals at your finger tips. With this laboratory you can delve into the wizardry of chemical magic. 180 pieces of chemicals and apparatus including scales and three big books describing over 800 experiments in Chemistry, glass blowing and chemical magic.

Packed in large blue metal laboratory box.

| Stock No. | Mfr's. No. | Size In. | lb Ea. | Fact. List EACH |
|---|---|---|---|---|
| 4H 1858 | 10 | 39x14½x2¾ | 10½ | $15.75 |

Three in a carton.

Imagine making colored fire! Testing foods for their elements! Making real cement! Making sparklers, soda water! Tanning leather! All are easily done with this combination Chemistry and Glass Blowing Outfit. 67 pieces of Chemicals and Apparatus including chemistry manual and glass blowing manual. Packed in two-door laboratory cabinet with five feet of metal shelf room and test-tube racks. More than 400 exciting chemical feats.

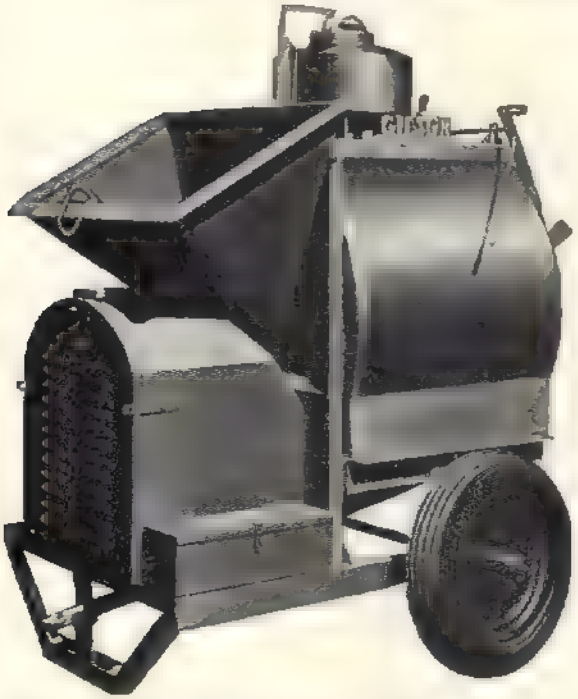
| Stock No. | Mfr's. No. | Size Box In. | lb Each | Fact. List EACH |
|---|---|---|---|---|
| 4H 1856 | 6 | 26x14½x2¾ | 6 .. | $8.35 |

Six in a carton.

# GILSON MORSPEED MIXERS

## Non-Tilt Drum Models With Hydraulic Power Loader and Skip Shaker

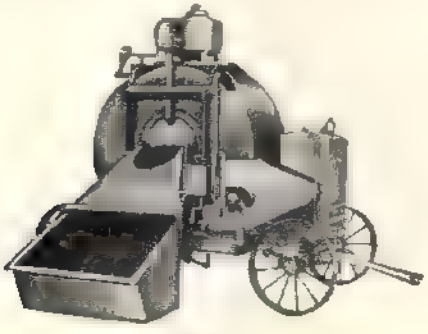
BETTER VALUE . . . BETTER CONSTRUCTION . . . TOP PERFORMANCE



3½S standard half-bag size with hopper loader and water tank for work requiring exacting proportional mixtures.

### GILSON "Morspeed" Hydraulic Models

meet every demand for smoother performance . . . easy controlled operation . . . simplified rugged construction and improved "streamlined" design. Here is a truly super mixer with simple, safe, powerful hydraulic loader, hydraulic skip shaker, famous field-proven mixing drum, steep slant extra wide discharge chute, ample power supply in a radiator or air-cooled engine, plus other refinements that guarantee you the utmost in speed and performance.



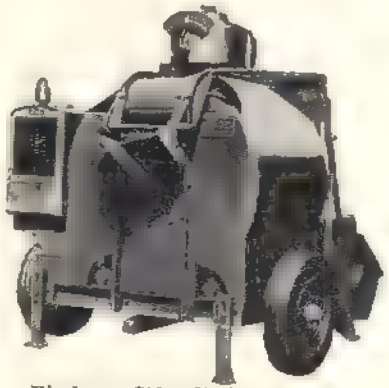
11S and 16S

View of charging side of 11S and 16S, four-wheel truck mounting. 11S and 16S mixers are furnished in either two or four-wheel mounting—on steel wheels or pneumatic tires. Where a large two or three-bagger is required, a Gilson "Morspeed" will produce results.

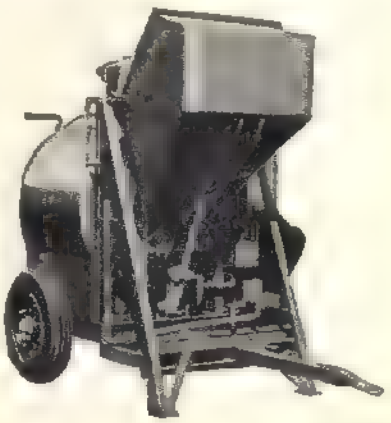
### Check These Built-In Features

1. Hydraulic power, hoists and shakes loader skip. New simplified construction has only four moving parts. Hydraulic power simplifies loader construction.
2. Hydraulic power eliminates cables, brakes, and other wearing parts, cams, rollers and levers used on mechanical shakers. Hydraulic lift needs only about one-half power required for conventional clutch and cable lift type.
3. Oil Pump is driven by a steel roller chain from counter shaft.
4. Control valve, which operates the up and down movement of Loader Skip, is set in a newly designed oil chamber which also houses the throw-out or by-pass valve.
5. By-pass Valve is opened automatically when Loader Skip reaches extreme discharges position holding Skip in raised position and providing vigorous rapid shaking action until lowered.
6. Controls centrally located for operator to conveniently handle skip, water valve and discharge control—saving energy and extra steps.

### Exclusive GILSON Patented Features



Discharge Side—6S One-Bag Size



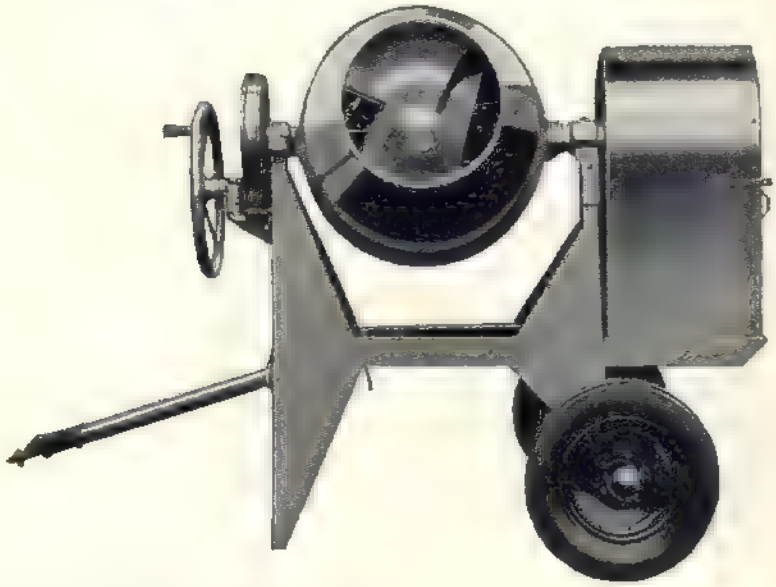
6S Mixer

Charging side . . . power loader up . . . towing pole in position for moving.

264-2-47

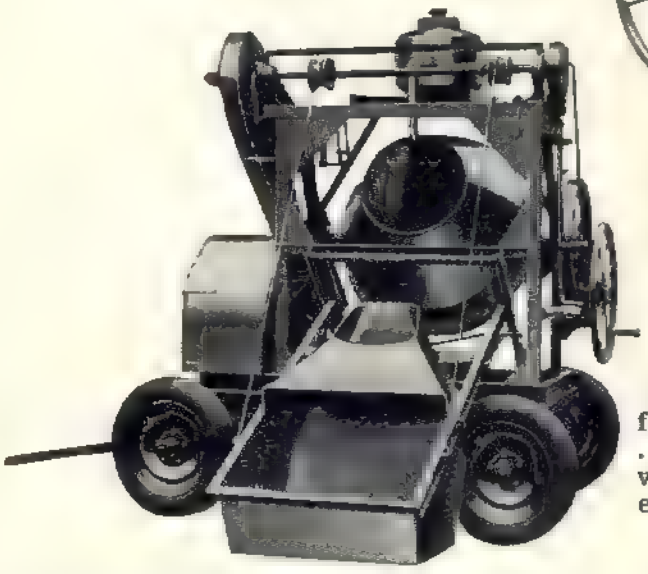
# GILSON MORSPEED MIXERS

**GILSON Tilting Drum Models Are Available in 2, 2½, 3, 3½ and 6 Cubic Feet Wet Mixed Material Sizes**

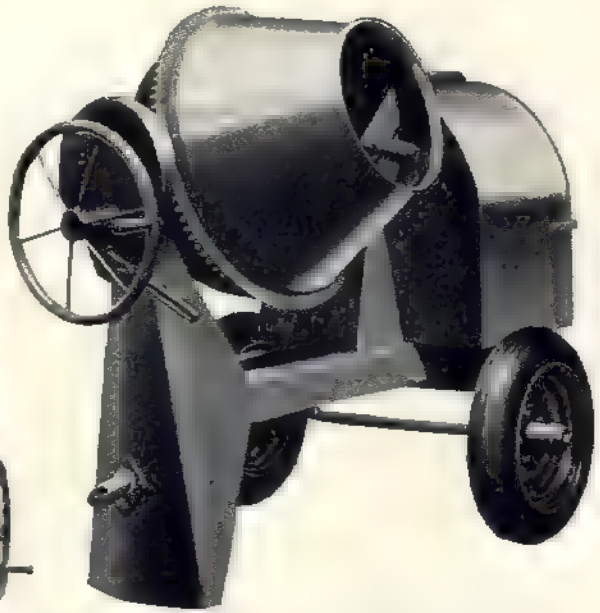


3 cubic ft. wet mixed capacity mixer mounted on two 4.00 x 12 pneumatic tire wheel trailer truck, 2 h.p. engine. Weight 750 pounds.

**Designed For Better Performance**



A bag size power loader which gives you top performance at low cost . . . can also be furnished without power loader on two and four-wheel truck.



Standard half-bag mixer for speed and performance, on 5.50 x 16, 4-ply pneumatic tires . . . spring mounted wheels. Can be furnished with 2½ h.p. hopper-cooled or air-cooled engine. Weight 1,150 pounds.

### Models 3T-PT and 3½T-PT

Powerful mixers designed for half-bag batch capacity. Ideal for average construction jobs . . . low in cost and a "bear" for production.

264-1-47

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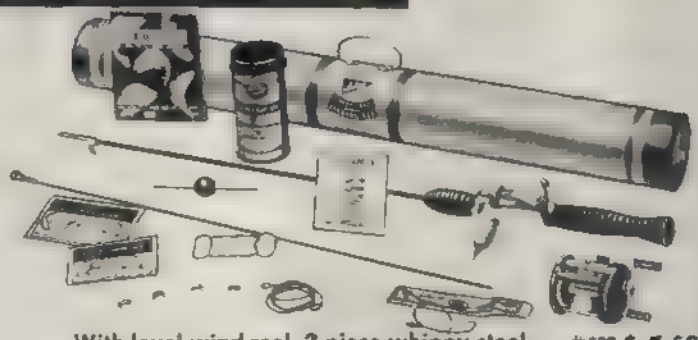
#300 List $3.29

With single action click reel, 2 piece whippy steel rod, and quality tackle.



With level wind reel, 2 piece whippy steel rod with offset handle, and quality tackle.

#500 List $6.50

## TOY FISHING SETS

ON CARD

With metal fishing rod, reel, plastic fish (for indoor use), tackle, and instructions.

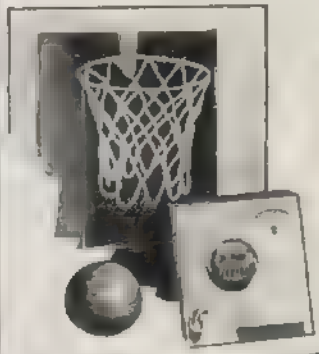
#35 List .59¢

IN CARRY CASE

With metal fishing rod, reel, plastic fish (for indoor use), small parts box, tackle, and instructions.

#108 List $1.19

## BASKET BALL SETS

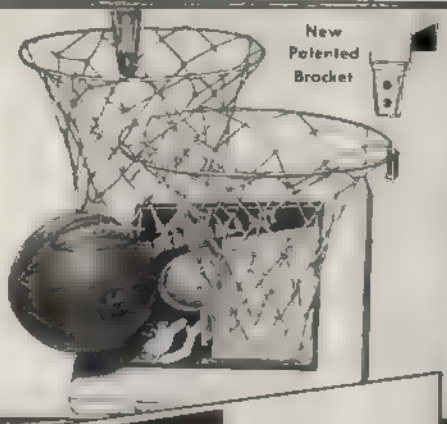


With the over-door bracket, basket, net and ball. Perfect for indoors and outdoors.

#14 List $2.19

With 16" basket and net, valve bladder ball, and special bracket, adaptable for either indoor or outdoor use.

#24 List $4.49




## GOLF SET

With 3 matched and balanced aluminum clubs, canvas bag, ball and tee.

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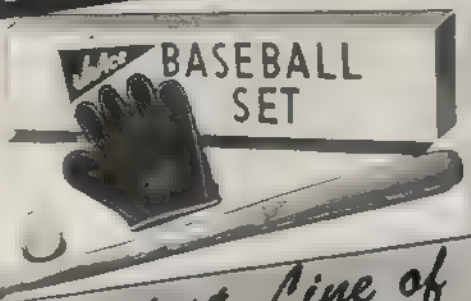
## BASEBALL SET

With quality bat, ball, and glove. Attractively boxed.

#40 List $3.29

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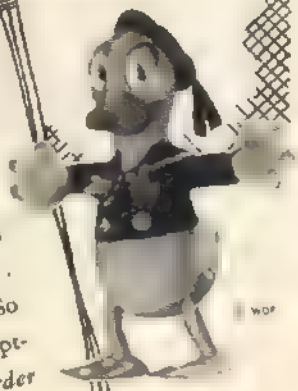
THE LOVABLE "SPECIAL AWARD" LAMB!



Joining that irresistible family of Disney characters — Danny — the lamb, is authentically re-created by Gund into a new and wonderful stuffed toy. *So* good he wea's a "Special Award" . . . Danny has been blessed with that magic Disney 'touch'! Covered in soft black pile plush and available in two charming sizes . . . Danny is starred in one of the sweetest stories ever told — "So Dear To My Heart!" Turn Danny's tremendous public acceptance into sales! Write, wire or phone for the facts today! *Order Danny — be's a "dilly"!*

12½" size . Suggested Retail: $3.98
15" size . Suggested Retail: $5.98

Since 1898 **GUND means real value in STUFFED TOYS**

## Gund MANUFACTURING COMPANY

J. SWEDLIN, Inc., *Successor*, 200 Fifth Ave., New York, N. Y.
New York • Chicago • San Francisco
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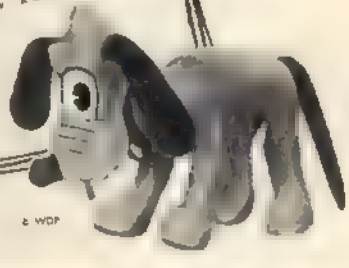

# SENSATIONAL NEW ITEMS
## *for 1949*

# TOY FAIR DISPLAY

## Room 1106

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MANUFACTURED BY

**SAUNDERS TOOL & DIE CO.**

500 RATHBONE AVENUE

AURORA ILLINOIS

ADDRESS ALL CORRESPONDENCE TO

**SIMON S. FROHLICH**

*National Sales Representative*

Room 1510, North American Building

36 South State Street Chicago 3, Ill.

ANOTHER *Salesational* Gund Toy!

PLUTO THE PUP © WDP

# Walt Disney CHARACTER HAND PUPPETS WITH A Voice!

ENTERTAINING! FASCINATING! MYSTIFYING!

DONALD DUCK © WDP

Gund's latest creation, the Walt Disney character hand puppets SQUEAK, SQUAWK, almost TALK . . . . do most anything you want them to and provide hours of hilarious fun for children and adults alike . . . . simply by manipulating the fingers.

Gund's Walt Disney character puppets are made of firm moulded rubber heads and resilient fabric bodies. Walt Disney characters are available for the first time as hand puppets, Mickey and Minnie Mouse, Donald Duck, and Pluto. For extra sales and extra profits, order GUND WALT DISNEY CHARACTER HAND PUPPETS NOW

APPROXIMATE RETAIL $1.19

Each Walt Disney puppet is individually boxed in this colorful self-selling cellophane window package.

FREE — colorful die-cut counter card, displays the actual merchandise.

SEND FOR OUR NEW COMPLETE CATALOG

MICKEY MOUSE © WDP

MINNIE MOUSE © WDP

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Gund

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • SEATTLE

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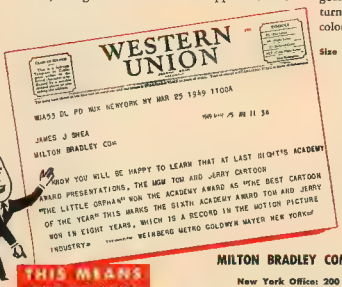
# Tom and Jerry!

## A "NATURAL" BEST SELLER!

TOM AND JERRY, the famous cartoon-film characters and six-time academy award winners, bring "dead cinch" sales appeal to this Milton Bradley Game. This loveable cat and mouse team is so well known to America's movie-goers that Tom and Jerry displays assure fast turnover. Plastic figures in four bright, refreshing colors. Retails for $2.00.

**Size 18⅞" x 9⅜"** **6 to a carton**


WESTERN UNION

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MILTON BRADLEY CO=

WE KNOW YOU WILL BE HAPPY TO LEARN THAT AT LAST NIGHTS ACADEMY AWARD PRESENTATIONS, THE MGM TOM AND JERRY CARTOON "THE LITTLE ORPHAN" WON THE ACADEMY AWARD AS "THE BEST CARTOON OF THE YEAR" THIS MARKS THE SIXTH ACADEMY AWARD TOM AND JERRY WON IN EIGHT YEARS, WHICH IS A RECORD IN THE MOTION PICTURE INDUSTRY= WEINBERG METRO GOLDWYN MAYER NEW YORK=

**THIS MEANS BIG SALES!**

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MB

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**New York Office: 200 Fifth Avenue, Room 340**

MILTON BRADLEY

E-949-S

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one of the oldest and most reliable names in pleasurecraft

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**NEW LITTLE GIANT BOAT TRAILERS FOR 1949**
*AMERICA'S FAVORITE—STURDY—LOW PRICE*

PRESENTING *NEW* S. B. MODEL
**TRAILS LIKE A SHADOW**

HERE'S VALUE
**$99.50**
Tax Included

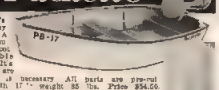
WEIGHT CAP 500 LBS.

Available { WEIGHT CAP UP TO 2600 LBS.
4 Models { IMMEDIATE DELIVERY—ORDER NOW

*Write for Attractive Distributor and Dealer Discounts*

*MFG. BY* **CHAUVIN INDUSTRIES INC.**
383 SHREWSBURY ST. WORCESTER 4, MASS.

**A GREAT NEW PACKAGED BOAT "Packette"**



It rows, it tows 1 gallon o/b's a honey with an outboard easy to carry on car top. A 10ft footer with exceptional beam it carries a load like a 15-ft boat. Anyone can assemble "Packette" in a few hours. It's fun. Only the simplest tools are required. No building form is necessary. All parts are pre-cut. Length 10', beam 55". Depth 17". Weight 85 lbs. Price $54.50. Bailing kit extra.

Send 25c today for "Packaged Boat" literature (18 Models) plus booklet, "Plywood Boats." F.O.B. Buffalo

**$54.50**

**MARINE MART—DEPT. 19—BUFFALO 7, N.Y.**

Enclosed find $54.50 (check or M.O.) ship "Packette" freight collect. (or we will ship upon rec't of 25% deposit, balance C.O.D.)

Ship to .....
Address .....
City ..... State .....

**KEEPS BOATS AT PEAK EFFICIENCY**

- STAY-TITE CAULKING COMPOUND—25% greater coverage per pound. Mahogany gray or black
- STAY TITE WATERPROOF GLUE—Quick setting Tight gripping Transparent. Not effected by moisture
- STAY-TITE SEALER—Remains pliable and elastic
- STAY-TITE WOOD CRACK FILLER—Will not shrink or sag, easy to apply. Quick setting
- STAY-TITE XXX CEMENT—For cementing canvas, rubber etc. Slow drying. Waterproof.
- STAY-TITE WATER PUMP GREASE Positive lubrication at all temperatures, non-caking, non-hardening.
- STAY-TITE GEAR LUBRICANT Waterproof.
- RUSTGO—Removes and Neutralizes Rust

*Ask your Marine Supply dealer for Stay-Tite products.*

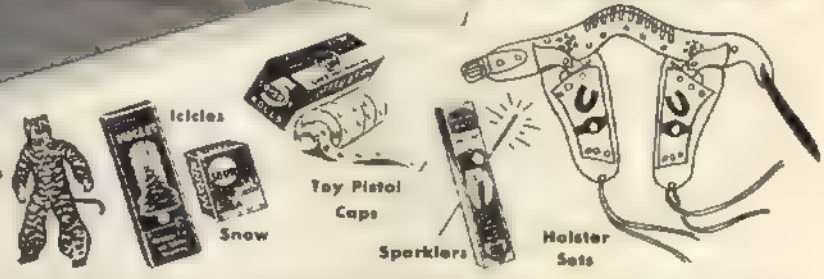
**STAY-TITE PRODUCTS COMPANY**
3107 DETROIT AVENUE • CLEVELAND 13, OHIO, U. S. A.

"I'm as pretty as a picture" THEY SAY

"BUT I HAVE TO BE SEEN TO BE APPRECIATED"

So Here's a Personal Invitation from
Baby Fluffee
to stop in specially during the Fair to see me and all the others who make up our famous
HALCO TOY FAMILY
I'll be waiting to greet you at the door . . .
Remember - 200 Fifth Avenue, Room 404

. . . and dolls are not all—




SUPERB HALCO BRAND

FOR PEAK SALES IN '49—BE SURE TO CHECK ALL THESE HALCO LINES

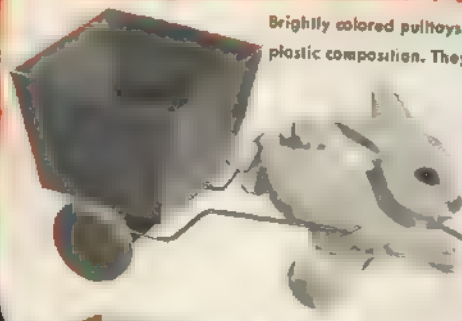
**J. HALPERN COMPANY**

810 PENN AVENUE, PITTSBURGH 22, PA. · 200 FIFTH AVENUE, ROOM 404, NEW YORK CITY

# KAMKAP'S Fast-Selling EASTER ACTION TOYS

## Cunning EASTER BUNNY PULLTOYS

Brightly colored pulltoys of washable plastic composition. They're irresistible!



JUNIOR BUNNY CART to retail 69¢

BUNNY CART to retail $1.00

BUNNY FAMILY to retail $1.29

SODA FOUNTAIN that really works! to retail $2.98

the new, improved STREAMLINED CASH REGISTER* to retail $3.98

5 Piece Toy CLEANING SET

with Mop & Handle, All Metal Sweeper, Covered Dust Pan, Plastic Apron, Broom (Also Available—4-pc. set $1.98) to retail $2.98

FOR EASTER TOY-TIME—ORDER NOW!

KAMKAP, INC. 200 FIFTH AVENUE NEW YORK CITY

# CHECK all these HALCO LINES

[illegible] products and designs that reflect Halco's leadership. They're as new as atomic energy—and they'll move off your shelves just as fast. Every item is quality right, priced right, merchandised right—and planned for year 'round selling. PLAN EARLY FOR A PEAK '49 WITH THE HALCO LINE!

## TEXAN HOLSTER SETS BY HALCO

Halco and Holsters go together! The nation's largest-selling and fastest-selling holster sets have made Halco the leader. The sturdy, all leather sets are elaborately designed by the country's foremost toy holster stylists, luxuriously decorated and fitted with quality metal cap pistols, they are the nation's first choice. Stock them and watch sales shoot up fast!

## AMERICAN BEAUTY SPARKLERS

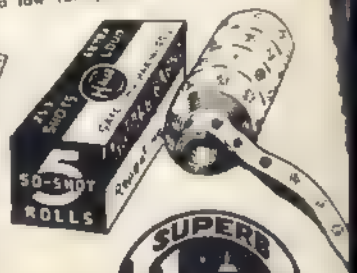
Star-studded sparklers as American as the flag. And just as safe! A delightful accent to "light up" holidays with steady, brilliant burning. The nation's quality sparkler. Sizes 8, 10, 14, 20, and 36 inches.

## DOUGHBOY Single Shot Caps—72 BIG SHOTS

From coast to coast Halco Doughboy Caps are known as the nation's biggest bang. It's the toy pistol cap that caps all others. Another Halco hit! Packaged in big, colorful boxes, they are big values that mean big profits for you.

## HALCO'S SUPERB BRAND ROLL CAPS

The nation's best roll caps—the brand all kids ask for. The repeating quality that's extra loud and extra fun. Harmless, too. Fits any gun. Priced low for quick, repeat sales.




## HALCO SKY-FLIER

An action-packed toy, low-priced for volume sales. And so easy to operate with Halco's Doughboy Caps. Finished beautifully in high-gloss red, white and blue—it's a thriller! Yes, the sky's the limit—in profits, too!

SUPERB HALCO BRAND

1909-1949 OUR 40th YEAR

# J. HALPERN COMPANY

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SUPERB HALCO BRAND

FOR PEAK SALES IN '49

be sure to

HALCO
A GREAT NAME IN DOLLS EVERYWHERE

The spotlight turns to Halco Do... ... of the finest presentations of pl...

...n't resist.

**HALCO MASQUERADE COSTUMES**

America's largest creators with the widest selection of original characters and adaptations. Quality materials, popular prices, full size range. Flame retardant. Also Wigs and Santa Claus Costumes.

**SILVER BRITE ICICLES and ARTIFICIAL SNOW**

Genuine lead foil icicles, crinkled for extra brilliance and sparkle. And pure mica flakes that glisten like real snow. Packaged attractively and generously, they are long-standing favorites with the trade.

During the TOY FAIR
Visit our New York Office:
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Room 404

SUMMER TOY VOLUME
is what you make it!

MAKE IT GRAND!
WITH THE HALCO BRAND!

Good results this year take planning—take Must EXTRA something. Yes, something like these sure-fire Halco Products—quality merchandise at popular prices. They're naturals! They come in for BIG SUMMER PLAY—extra fun for kiddies—extra volume for you. Plan now to emphasize HALCO this summer . . . you'll sell MORE!

Feature the Nation's Best Selling Line

HALCO TEXAN HOLSTER SETS

Beautifully decorated, smartly made, all-leather holsters with finest metal cap pistols. Single Sets, Double Sets, Cuff and Spur Sets.

CASH-IN ON BIG SUMMER PLAY!

BIG PLAY, too —THESE ACTION-PACKED HALCO SKY-FLIERS, SPARKLERS, AND CAPS

HALCO SKY-FLIER

An action-packed toy, low-priced for volume sales. And so easy to operate with Halco's Doughboy caps!

AMERICAN BEAUTY SPARKLERS

A delightful accent to "light-up" holidays with steady, brilliant burning! Sizes: 8, 10, 14, 20 and 36 inches.

DOUGHBOY Single Shot Caps—72 BIG SHOTS

From coast to coast, Halco Doughboy Caps are known as the nation's biggest bang. Packaged in big, colorful boxes.

HALCO'S SUPERB BRAND ROLL CAPS

The nation's best roll caps—the brand all kids ask for! Priced low for quick, repeat sales.

J. HALPERN COMPANY
610 PENN AVE., PITTSBURGH 22, PA.
200 5th AVE., NEW YORK CITY

Attach to your letterhead

J. HALPERN COMPANY
610 PENN AVENUE, PITTSBURGH 22, PA.

Rush details on items checked below:

☐ Holsters ☐ Toy Pistol Caps ☐ Sparklers ☐ Sky-Fliers

Attention of_____

Company_____

Street_____

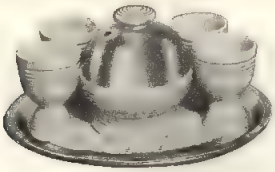
City_____ State_____

SUPERB HALCO BRAND
1909-1949
OUR 40th YEAR

Mail Today!

Freight, First Class

## ELECTRIC EGG COOKER SETS



HANKSCRAFT AUTOMATIC

Colorful Service Set

With Gaily Colored Egg Cups and Chrome Tray

Cooks eggs in live steam—poached, boiled, scrambled or shirred. The live steam cooks the eggs evenly throughout. Cooker turns the few teaspoons of water poured in base to steam and when water is gone the current shuts off automatically. Set consists of cooker in gleaming red porcelain with chrome dome, cord, glass poaching dish, chrome tray and four egg cups (one each red, ivory, green and blue).

Per Set

No. S1203E1(1083)—Egg Cooker Sets; capacity 4 eggs; 110 volts A. C.; weight set 7½ lbs. .....$8.95

One Set in Carton

## ELECTRIC EGG COOKERS

HANKSCRAFT AUTOMATIC

Handsome Ivory Base—Polished Aluminum Dome

Boils, poaches or steam-fries eggs in live steam and shuts off automatically when done. Complete with cord.

Each

No. S1203E(794B)—Egg Cookers; capacity 4 eggs; 110 volts A. C.; weight 3 lbs. .....$2.50

One in Carton

## ELECTRIC BABY BOTTLE WARMERS AND VAPORIZERS

HANKSCRAFT AUTOMATIC

Brings Bottle to Feeding Temperature

Shuts Off Automatically

Used As a Vaporizer

Water is poured into base and turns into steam, warming milk quickly. Medicated steam passes through nozzle when cotton or gauze dipped in medicant is placed in vaporizer container. Complete with cord; ivory finish.

Each

No. S1203A(1013A)—Bottle Warmers; 110 volts A. C.; weight each 1½ lbs. .....$1.95

Twelve in Package

## ELECTRIC BABY BOTTLE STERILIZERS

HANKSCRAFT AUTOMATIC

Sterilizes baby bottles and nipples in live steam the method recommended by doctors and hospital nurseries. Base holds 4 ounces of water. Starts quickly and shuts off automatically at end of sterilizing period. Complete with cord, nipple jar and bottle tray.

Each

No. S1203H(872)—Bottle Sterilizers; capacity 6 bottles; 110 volts A. C.; weight each 8 lbs. .....$5.95

Six in a Case

## ELECTRIC CORN POPPERS

K-M TEL-A-MATIC

Requires No Shaking or Stirring

Entirely automatic in operation. Highly polished aluminum with clear glass top through which pop corn is visible. Cool, comfortable handles. Chrome-plated wire base. Underwriters' approved. Complete with measuring cup and sample can of Mazola. Approved cord.

Each

No. S1203F(12-501)—Corn Poppers; 450 watts, 115 volts A. C.-D. C.; weight 5½ lbs. .....$9.95

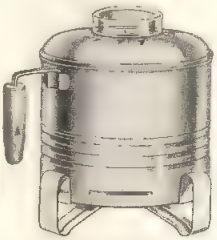
DOMINION AUTOMATIC

No Shaking or Stirring

More than just a popper—ideal also for heating canned soups, stews, vegetables, etc. Heat-proof glass top permits visibility. Separable popping bowl for easy serving. Heavy polished aluminum with cool plastic handle and feet. Standard length removable cord.

Each

No. S1203F1(1702)—Corn Poppers; 400 watts; 110-125 volts A. C.-D. C.; weight 3½ lbs. .....$6.45



U. S. AUTOMATIC

No Shaking or Stirring

Fast popping popper that pops all the corn. Clear glass top permits visibility. Removable popping pan for ease in serving and cleaning. "Fused-In" aluminum finish with blue cover, handle and feet. Standard length cord. Underwriters' approved.

Each

No. S1203-86—Corn Poppers; 3-quart capacity; 600 watts; 110-120 volts A. C.-D. C.; weight 4½ lbs. .....$4.50

U. S. AGITATOR TYPE

Removable seamless pan permits popping of corn in butter, lard or grease and is easily cleaned without injury to the ceramic base heating element. Beautifully finished in maroon and tan colors. Side handle, big grip and agitator handle of colorful plastic. Approved by Underwriters' Laboratories. Without cord or plug.

Fair Trade—Each

No. S1203-12—Corn Poppers; 3-quart capacity; 400 watts; 110-volts A. C. or D. C.; weight 4 lbs. .....$4.95

U. S. AGITATOR TYPE

Modern design for easy use pops corn fast. Removable popping pan for convenient serving and easy cleaning. Removable grip for storage. "Fused in" aluminum finish. Depressed pan to hold kernels while popping. Approved by Underwriters' Laboratories. Without cord or plug.

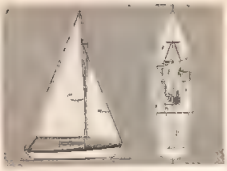
Each

No. S1203-85—Corn Poppers; 3-quart capacity; 400 watts; 110-120 volts A. C. or D. C.; weight each 4 lbs. .....$4.00

All Above, One in Carton

# We're On Deck, Mates!

Let us tell you more about these grand HATTERAS Cruisers and Sport Fishermen of ours. Sea Boats Supreme available to fit most pocketbooks in lengths of 30'—34'—40'—46', built to last a lifetime with low maintenance costs, they are really satisfaction afloat They also offer exceptional fuel economy, a point not to be overlooked these days.



And here's one for the Sailorman! Beautifully thought out and cute as a button, designed by Sparkman & Stephens especially for us, we offer the Sound-Marine SMS 31 Sloop A combination keel-centerboarder, she is 31' O.A. x 23' W.L. x 9'1½" Beam x 3' Draft with board up. All outside ballast, sleeps four, has full headroom and complete cruising facilities

H. MARTYN BAKER J. THORNTON MILLS FRANK K. M. HUNTER

**SEE US IN BOOTH 164, 3rd FLOOR, AT THE SHOW**

Dealer Inquiries Are Also Invited

**HATTERAS** CRUISERS FISHERMEN *Designed and Built by*

**THE SOUND MARINE CONSTRUCTION CO., GREENPORT, L. I., N. Y.**

*Builders of the Best in Boats — Power, Auxiliary, Sail*

## SEARCHLIGHTS

**Leading manufacturers of arc and incandescent searchlights for 53 years. Outstanding for beauty and fine workmanship.**

All sizes and types for any boat. Illustrations show 10- and 19-inch incandescent searchlights.

**The Carlisle & Finch Co.**
261 EAST CLIFTON AVE.
CINCINNATI, OHIO

## UNDER ONE ROOF!

To provide better service to our customers, We are consolidating All of our facilities:
From January 1, 1949

**SALES-SERVICE-PARTS-ENGINEERING**

Will be located at the address below

**DIESEL MARINE & EQUIPMENT CORP.**
1314 CLINTON ST. HOBOKEN, N. J.
Phones HOboken 4-2000-1

**SERVES**
*AS CREW ABOARD*
*M. H. MATTHES' OUANANICHE*

After a recent 2,000 mile cruise to Canada via the Great Lakes from Catawba Cliffs, Ohio, Skipper M. H. Matthes of the Ouananiche reported on page 49 in the April,'48 issue of Yachting

Aboard Ouananiche, with no paid crew, my Photo Electric Pilot frees me from countless hours at the wheel, and adds many hours of relaxation. I find that even on runs of only a half-hour between lights, my automatic pilot enables me to consult light lists, charts or the Coast Pilot and to check the shore line if that is visible

Have more fun, relaxation on your trips by installing a Photo Electric Pilot to do your work Mail coupon for information

* **PHOTO ELECTRIC PILOT CORPORATION**
2416 SECOND AVENUE SEATTLE 1, WASHINGTON

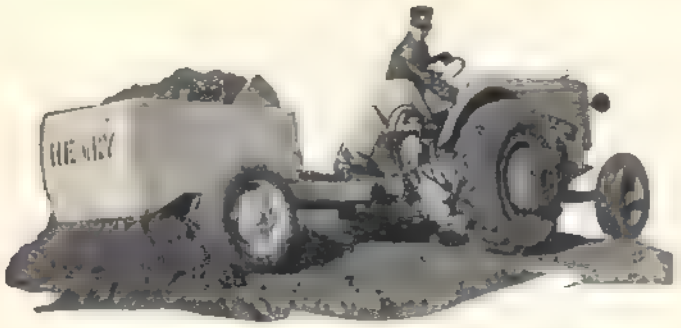
Type of boat _____ Length _____ Approx speed _____

Name _____

Address _____

THE WAKE TELLS THE STORY • MS 1

# HENRY HYDRAULIC SCRAPERS and BULLDOZERS




Henry G-1 Scraper in Dumping Position

## Models G-1, G-3, G-4, G-5

Henry Hydraulic Scrapers are made in four sizes for the fast, economical performance of any earth moving job. Scraper capacity runs from 1¼ to 6 yards and the different models can be powered by wheel-type or track-type tractors of relative size and power. One man operates both tractor and scraper with centralized hydraulic controls conveniently located at driver's seat.

As illustrated, the Henry scraper is ideal for many uses such as highway and railroad construction and maintenance, drainage work; pond building, terracing, land leveling; filling and grading for bridge work culverts, abutments and buildings.

The Henry scraper handles all kind of materials—dirt, sand, gravel, cinders. It loads fast, carries quickly on pneumatics; dumps instantly. Or, load can be dumped with delayed, spreading action. Also, material can be bulldozed with backward movement of scraper if desired.

A new attachment for Henry Scrapers, Models G-1 and G-3, is a bank shaving device. This feature enables the operator to cut a ditch with vertical banks regardless of the depth he digs.

Henry G-3 Scraper in Loading Position

## HENRY model DW-90 HYDRAULIC BULLDOZER

for Minneapolis-Moline UTI and UTIL tractors

- Stabilized Moldboard
- Rigid and simple design
- Economical to operate
- Clear vision for operator

The Henry Model DW-90 Hydraulic Bulldozer for the Minneapolis-Moline wheel tractor is simple in design, rigid in construction, easy to operate and affords clear, unobstructed vision for the operator.

The moldboard is stabilized through the push-beams when back pressure is applied to one corner of the moldboard due to earth being hard to penetrate. The push beams are so constructed that they take the excessive twist of the moldboard keeping the moldboard more rigid

Wherever there is earth to move use the Henry Model DW-90 Hydraulic Bulldozer on your Minneapolis-Moline Tractor. The Henry will make your tractor more useful and at the same time save you time, labor and money.

579-1-49

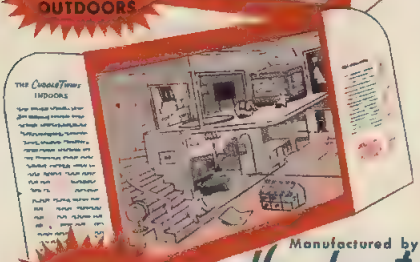
# Greatest PLAY ★ VARIETY in a Toy!

## MAGIC STORY BOARD

Adorable "Cuddle Twins" and "Tumble" Plastic Dolls (Boy, Girl, Dog) act out Stories printed on Flaps. Held to Board by Magnetic Action!

RETAIL PRICE
**$1.00**
F.O.B. CHICAGO
SPECIAL DISCOUNTS

ONE SIDE OF BOARD SHOWS SCENE OUTDOORS




OTHER SIDE OF BOARD SHOWS SCENE INDOORS

**NEVER BEFORE a Toy so packed with Play Value per square inch.**

- Metal Board lithographed in Bright Colors on *both sides* and enclosed in a double wing easel frame.
- Three Adorable Plastic Dolls backed with Permanent Magnets (Dit and Dot, the Cuddle Twins, and Tumble, their little dog).
- Backgrounds and dolls so designed that the dolls appear to be sitting, lying down, standing up, facing right or left according to how they are placed on the board.
- Two complete stories, The Cuddle Twins Indoors and The Cuddle Twins Outdoors, appear on the wings of the easel and correspond to the two different sides of the board.
- Individually packed in beautiful, self-explanatory 11"x14" container.

Children not only receive the thrill of "making the stories come true" they invent many of their own stories and situations to enact. MAGIC STORY BOARD stimulates Creative Imagination: Combines the Magic of Magnetism, the Fascination of Stories, and the Delight in Bright Pictures all in one Huge Value!

Manufactured by

## Herbert George Company

311 NORTH DESPLAINES ST., CHICAGO 6, ILL.

NEW YORK OFFICE — 200 FIFTH AVE. — ROOM [redacted] 420

## C-D SNO FOG CARBON DIOXIDE FIRE EXTINGUISHERS

Freight, First Class

### A GENERAL QUICKAID FIREGUARD
Destroys Fire By "FREEZING" Action

- Smothers and "Freezes" the Flame in One Swift Action
- Frigid Blast of Carbon Dioxide Envelopes the Blaze
- Shuts Off the Oxygen Necessary for Combustion
- Equally Effective at 120 Degrees Above or 40 Degrees Below
- Finger-Tip Control Gives Split-Second Action

Effective on oil, electrical, gasoline, grease, flammable liquid, paint, lacquer and illuminating gas fires. Used by directing discharge horn at nearest edge of fire and advancing slowly as flame is extinguished. Cylinder constructed of best grade steel with brass fittings. Discharge horn is of shock-resistant plastic. Complete with charge and wall hanging bracket.

Inspected and Approved by Underwriters' Laboratories — Approved by Associated Factory Mutuals

| | Each |
|---|---|
| **No. A2648-2½AKS—Extinguishers;** 2½-pound; lever seat type swivel; Underwriters' rating B-2, C-2, height 17⅝ inches; charged weight 10 lbs. | $ 45.00 |
| **No. A2648-5AKS —Extinguishers;** 5-pound; lever seat type; swivel; Underwriters' rating B-2, C-2; height 17 inches; charged weight 17 lbs. | 58.00 |
| • **No. A2648-10AK —Extinguishers;** 10-pound; lever seat type; Underwriters' rating B-2, C-1, height 21½ inches; charged weight 34⅛ lbs. | 96.00 |
| **No. A2648-15AK —Extinguishers;** 15-pound, lever seat type; Underwriters' rating B-1, C-1; height 29⅝ inches, charged weight 42 lbs. | 110.00 |
| ✚**No. A2648-20AK —Extinguishers,** 20-pound, lever seat type; Underwriters' rating B-1, C-1; height 32¼ inches; charged weight 54 lbs. | 124.00 |

## DRY CHEMICAL FIRE EXTINGUISHERS

### GENERAL QUICKAID FIREGUARD

Powerful
Easy To Use

A compact, lightweight and efficient fire extinguisher. All extinguishing agents are contained inside the beautiful, seamless drawn outer case, yet easily recharged in a matter of minutes by simply unscrewing the cap. Its extra light weight makes it easy to carry and handle—an important factor when fire must be fought quickly. Especially recommended for gasoline, oil, chemical and electrical fires. Equally useful indoors and out—ideal for motor vehicles. Will not freeze.

Underwriters' Laboratories Approved

| | Each |
|---|---|
| **No. A2648-DC620—Extinguishers;** 20-lb.; Underwriters' rating B-1, C-1; height 23 inches; weight, filled, 37 lbs. | $118.00 |
| **No. A2648-CD20 — Cartridges;** spare; 5½ ounce; shipping weight 2 lbs. | 10.00 |
| **No. A2648-CDC25—Recharge Chemical;** 25-lb. pail; shipping weight 27 lbs. | 10.00 |

## PRESSURIZED FIRE EXTINGUISHERS

1" Wide
FJ2 Electro
Made in U.S.A.

### HERO
Always Ready For Instant Use
Low Cost Protection For Home and Auto

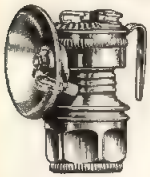
A light, compact, easy-to-use fire extinguisher—operated by lifting ring and aiming spray. Kills fires with a 12 to 18-foot, fire-smothering pressurized stream. Puts out all kinds of small fires—gasoline, grease, oil, electrical, motor, paper, upholstery, wood, textile, etc.—non-conductor. Carbon tetrachloride fluid will not damage. Cannot leak, never needs refilling and never needs inspection. Charged with C02 (carbon dioxide) gas. Tested and approved. Furnished with quick, easy-to-install wall bracket.

| | Each |
|---|---|
| **No. A2648H—Fire Extinguishers;** 16-ounce size, three in colorful display carton, weight per carton, 4 lbs. | $3.80 |

• Duluth Stock Only
✚For Factory Shipment Only, F.O.B. Detroit

Freight, First Class

## MINERS'S CARBIDE LAMPS



### GUY'S DROPPER
**Hexagon Bottom**

Provides accurate water control and steady even flame. Patented valve cleaner. Double-seamed water cup and screw cap. Highest quality lava tips. Solid brass, polished and lacquered. Polished chrome reflector. Flat hook

Each

•No. A2649 525—Carbide Lamps; height 4 in.; weight each ¼ lb. ..... $2 35

### GUY'S DROPPER
**Patented Bumper Bottom**

Accurate water control and steady even flame. Patented valve cleaner. Double-seamed water cup and screw cap. Highest quality lava tips. Solid brass, polished and lacquered. Polished chrome reflector. Round hook.

Each

•No. A2649-225—Carbide Lamps; ht. 4⅛ in.; weight each ¼ lb.....$2.35

### JUSTRITE
**Air-Cooled Handle**

Strong and lightweight. Streamlined water container provides greater capacity. Burns 2½ hours on 2 ounces of carbide. Highly polished, lacquered brass. Chromium reflector. Narrow flat hook.

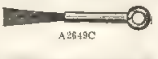
Each

•No. A2649-830N—Carbide Lamps; height 3¾ in.; 3-inch reflector, 2-inch diameter at bottom; weight ⅛ lb. .....$2.75

## CARBIDE LAMP PARTS AND ACCESSORIES

A2649-90

A2649M



A2649C

A2649F

A2649A

A2649B

A2649E

A2649D

Each

•No. A2649-90 —Lighters; pocket .....$0.35
•No. A2649-172—Flints; for pocket lighters . .05
•No. A2649-J —Flints; for Guy's Dropper lamps..... .05
•No. A2649-C —Tip Cleaners; 50 hard steel wires in brush.. .05
•No. A2649-F —Tip Reamers; hard steel, twelve reamers in nickel plated tube; per tube ..... .40
•No. A2649-M —Founts; Guy's Dropper, polished brass; 5-layer soldered bottom seam; seamless upper part..... .40
•No. A2649-A —Burner Tips; air hole lava ..... .05
•No. A2649-B —Burner Tips; brass shell (Jewel); lava center .05
•No. A2649-E —Felt Gaskets ..... .05
•No. A2649-D —Rubber Gaskets . . . . .05

Entire Column, Twelve in Package

## CARBIC FLARE LIGHTS

**TWO BURNER**

No. A2649T1 Upright

Each

+No. A2649T1(3)—Flare Lights; Two-Burner Model; has 2 independently adjustable Reflectors which may be swung in any direction without moving the Light itself, height 6 feet 7 inches; a Full Charge is eight No. A2649 20 Carbic Cakes, which will operate both burners continuously for 12 hours or one burner for 24 hours; shipping weight each 118 lbs. .....$120.00

**SINGLE BURNER**

No. A2649T2 Lowered

Each

+No. A2649-T2(2) — Flare Lights; height raised up, 6 ft. 7 in; down 3 ft. 9 in.; diam. at base 14 in.; 12 in aluminum lined steel reflector; burns 12 hours continuously on a charge of four No. A2649-20 carbic cakes; shipping weight each 74 lbs. .....$96.00

## CARBIC CAKES

Freight, Third Class

Per Drum

+No. A2649-20—Carbic Cakes; Diam. 4 inches; weight 2½ lbs. per cake, for use in Nos. A2649T1 and A2649T2 Flare Lights, 40 to a drum, weight drum 107 lbs. .....$14.00

## CARBOLITE

No. A2649T11

No. A2649T5

No. A2649T8

Carbolite is of an unvarying quality, an important point with consumers, for they can feel assured that in purchasing Carbolite they will always secure the highest Gas Yield. Carbolite generates a pure clean Gas of the very best illuminating power, which produces the White Light known as Acetylene.

**FOR GENERATORS AND WELDING OUTFITS**

Per 100 Lbs

• No. A2649T11—Carbolite; ⅛x⅛ in.; 100-lb. drums .....$12.50
+No. A2649T12—Carbolite; 1¼x⅜ in.; 100-lb. drums ..... 12.50
□No. A2649T4 —Carbolite; 14ND and rice size; 100-lb drums 12.70

**MINER'S SPECIAL**

Each

□No. A2649T5 —Carbolite; ⅜ to ½ in.; 100-lb drums .....$12 50
ΔNo. A2649T6 —Carbolite; ⅜ to ½ in.; 25-lb. drums ..... 3.30
ΔNo A2649T7 —Carbolite; ⅜ to ½ in ; 10-lb. cases ..... 3.50

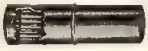
**BICYCLE AND AUTO LAMP SIZE**

Per Case

No. A2649T8 —Carbolite; size ⅜ to ½ in.; 2-lb. cans..... ..$12 50
24 Cans in Case

## MINERS' MATCH BOXES

**JUSTRITE**



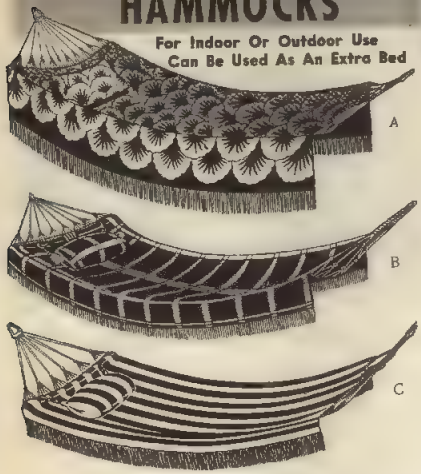
Each

•No. A2649K—Match Boxes; waterproof, round seamless brass, nickel plated, 2⅝x 1⅛ in.; wt. package 7 oz.....$0 25
Twelve in Package

• Duluth Stock Only Δ Western Stock Only □ Spokane Stock Only
+For Factory Shipment Only, F.O.B. Factory

# HAMMOCKS

**For Indoor Or Outdoor Use**
**Can Be Used As An Extra Bed**



A

B

C

## JACQUARD WEAVES

A

**A Decorative Hardware, Rust-Proofed Hammock** made by complex JACQUARD weaving method to produce this artistic quality pattern of white shells on Gold background; trimmed with green. Pillow is large and uniform with casing of same design and material. Also has inner casing 36 by 80 inches. Has full deep valances. Constructed with 18 heavy cotton cords tied into over 160 strong strands looped into reinforced fabric across 36 in. span.
**No. 62A-856K** Dealer's, each, 5.83. Lots of 4, each, 4.95 **4.25**
Less 2%, Net

B

### PLAID

**Soft Woven Fabric Hammock.** Woven in Green plaid cotton with wide White cross stripes. Bed size. 36 by 80 inches, exclusive of stringing or valances. Has large, soft, uniformly stuffed pillow, of same material and design 18 heavy cotton cords tied into over 160 strong strands and looped into reinforced fabric across a 36 inch span.
**No. 62A-85K** Dealer's, each, 4.38. Lots of 4, each, 3.85 **3.77**
Less 2%, Net

C

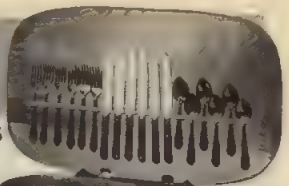
### STRIPES

**Soft Woven Fabric Hammock.** Woven with cotton having bright red and white stripes running entire length of hammock. Bed size: 32 by 75 inches. Exclusive of stringing and valances. Has uniform pillow with casing of same material and design. 14 heavy cotton cords tied into over 120 strong strands, looped into reinforced fabric across 32 in. span.
**No. 62A-83K** Dealer's, each, 3.44. Lots of 4, each, 3.02 **2.96**
Less 2%, Net

### TWO-POINT METAL HAMMOCK STAND

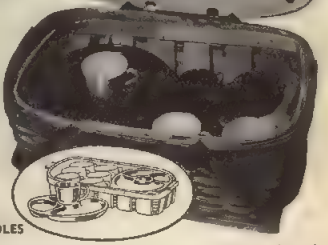
No trees needed for relaxing hammock comfort. Simply erect collapsible all metal two-point hammock stand (no tools, bolts, screws etc., required. Ready for instant use.) Designed **specially for Hammocks listed on this page,** but with adjustable chain assembly will satisfactorily **accommodate any hammock** of usual construction. Permits full swing action enjoyed by most everyone. Sturdy and safe; made to last for many years
**No. 62A-853** Dealer's, each, 5.00 **5.58**
Less 2%, Net

# FITTED PICNIC BASKET



## WITH 30 PIECES IN BASKET

**Basket Holds—**
- 6 PLATES
- 6 CUPS
- 6 KNIVES
- 6 FORKS
- 6 SPOONS
- HINGED COVER
- HEAVILY REINFORCED
- LARGE DOUBLE FOLDING HANDLES



Service for 6 in a large reinforced double-woven basket with hinged plywood tray-top. Rack on inside of cover holds 6 stainless steel knife, fork and spoon sets that are easily cleaned and rust resistant. 10 inch plates are non-breakable plastic with 3 sectional food divisions and deep center wells to hold cups. 6 cups and plates in gay assorted colors. Inner basket lifts out providing ample space for food in bottom section. Maple and Elm basket has double folding handles securely fastened with rivets. Heavily reinforced top band and bottom. Sides are of ⅝ inch double woven splints. Shellac finish. 22 x 19 x 9 inches.
(Mfr's. #120F6T) LIST 12.95
**No. 1H121.** Dealer's, each **8.20.**
Less 2%, Net **8.04**

## New "Magic Mist" SPRAYLET AEROSOL INSECTICIDE

**IN REFILLABLE DISPENSER**

A powerful effective and deadly high pressure insecticide in a handy and easily operated chrome-ringed refillable dispenser. Contains DDT, Pyrethrins and Sesamin. Safe to use indoors or out. Kills roaches, flies, mosquitoes, ants, and fleas. (Mfr's. #150). LIST 2.95.
**No. 1H2851.** Dealer's, each, **1.97** Less 2%, Net **1.93**

**SPARKLET REFILL BULBS**

Magic Mist re-fills. Packed 6 to carton. (Mfr's. #211). LIST 1.19 ctn.
**No. 8H2852.** Dlr's, per ctn. of 6, 79c. Less 2% Net **77c**

NEW **HERO** FIRE EXTINGUISHER

**FOR USE ON ALL TYPES OF INCIPIENT FIRES**

**For Camp Fires, Grease, Gasoline, Electrical, Wood, etc.**

No pumping necessary . . . No puzzling gadgets . . . pressure is self-contained. So simple to use even a child can operate it. Puts out all kinds of small fires . . . gasoline, grease, oil, electrical, motor, paper, upholstery, wood, textile, etc. Will not damage equipment, motors, woodwork, paint, draperies, etc. HERO contains 16 ozs. of fluid 99% carbon tetrachloride and 10% other chemicals charged with CO2 (Carbon dioxide) gas. Conforms with U. S. Govt Specs OF-380. Free wall bracket with each HERO. Packed in attractive display carton of 3.
**No. 62A-28:** LIST, 1.29 **each.** Per carton of 3, each, 89c. 12, each, 86c. **82c**
Less 2%, Net

HAMMOCK STAND NOT INCLUDED IN OUR PREPAID FREIGHT OFFER

# Holgate

## Auto Convoy Trailer

On the highways today one notes the increasing number of auto convoy trailers with cargoes on their way to showrooms. The Woodamotive unit that is ready for delivery to our younger sales agent includes a tractor, a trailer, a sedan and a sports car. The sedan and sports car are already "peopled" and ready to be driven out of his showroom and "along the highway" to far-away make-believe cities.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 4H 3562 | 638 | ¾ | $5.25 |

## Coupling Farm Cars

A square block, a circle block and a triangle block, each toted in its own 1 groove by its own car on wheels. Blocks are removable. Coupled cars make a 'tuful pull ba

| Stock No. | Mfr's. No. | lb Doz. | Cat. List EACH |
|---|---|---|---|
| 4H 3546 | 1514 | 18 | $1.30 |

One-half dozen in a carton.

## Jerry Blocks

This calls for a simple procedure of putting the pegs into holes and taking them out again, or grouping the blocks according to color

| Stock No | Mfr's. No | lb Doz | Cat List EACH |
|---|---|---|---|
| 4H 3524 | 5144 | 33 | $2 25 |

Four in a carton.

## Noah's Ark Peg

Children who are discovering the use of their fingers and hands peg boards are their favorite. For children from one and a half to three years of age. Noah's Ark Peg has dramatic appeal as well

| Stock No. | Mfr's. No. | lb Doz. | Cat. List EACH |
|---|---|---|---|
| 4H 3508 | 135 | 1½ | $1.60 |

One dozen in a carton.

## School Bus

The child is the driver of the school bus. The bus is finished with clear lacquer and stencilled in orange and black.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 4H 3566 | 641 | 2 | $2.65 |

One-half dozen in a carton.

## Station Wagon

From four to ten years of age. Room for five passengers, including driver. The top is removable

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 4H 3552 | 675 | 1 | $1.65 |

One dozen in a carton.

## Touring Sedan

So many grown-ups have sedans today that it is no longer a novelty to them—but to the youngster a sedan of his own is something else again. His sedan has four occupants in it and a top that can be "let down." With his own sedan he can do as he pleases. When he wants to take his entire family for a drive he can do so. If he wants to leave someone at home he can do that, too. If he wants to drive fast or slow he can and the "back-seat" driver can be disposed of readily. In short with this, his own car, he can have all of the pleasures and none of the pains attendant upon adult car ownership

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 4H 3563 | 639 | ¾ | $1.60 |

This inexpensive, durable little sports car has all the essentials for fascinating the youngster. It has no top and is speedy looking. He will take his two little passengers about the countryside and takes especial delight in pointing out to them interesting sights.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 4H 3565 | 633 | ¾ | $1.15 |

## Fire Engine

Everything here for dramatic play, four firemen, hose reel, turret nozzle and pump

| Stock No. | Mfr's. No. | lb Doz. | Cat. List EACH |
|---|---|---|---|
| 4H 3567 | 677 | 1½ | $2.65 |

One-half dozen in a carton.

# Holgate

## Form Peg Wagon

### Ideal for the two to three year old

Herewith is a worthy successor to the former five tri-board—in that it is now in the form of a reversible wagon. Blocks and corresponding fitting spaces for them are on the one side. Turn the cart upside down and there is a truck on which to tote the various blocks or other play material. The tot learns to fit them where they belong—an oval into an oval space; a triangle into a triangular space; a round into a round space; a rectangle into a rectangular space and a square into a square space.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 4H 3579 | 755 | 2 | $2.65 |

## Nesting Cup Cart

### For children from one-and-a-half to two-and-a-half

Something new and mighty interesting has been added to babyland by Holgate in this colorful and varied shaped nesting group. It is absorbing to note how and when the baby begins to nest the objects properly. In this toy the necessary skill to do so is gradually developed and the results p case both the baby and his parents

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 4H 3570 | 132 | 1¾ | $2 15 |

One dozen in a carton.

## Bingo Bed

Standard play equipment for children from eighteen months to four years of age. Pounding pegboard for pounding is instructive for small children.

| Stock No. | Mfr's. No. | lb Pkg. | Cat. List EACH |
|---|---|---|---|
| 4H 2720 | 1082 | 33 | $2.25 |

One dozen in a standard package.

## Sailor Boy Peg Boat

### A new toy for the two and three year old

Six jolly tars standing at attention on their good ship—the Peg Boat—ready for any adventure instigated by their little skipper. Another good pull toy to go wherever desired. Each little tar can be pulled apart and put together again at will. Hilarity will reign when wrong heads or caps are switched about resulting in a general color mix-up.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 4H 3568 | 130 | 1¼ | $2 65 |

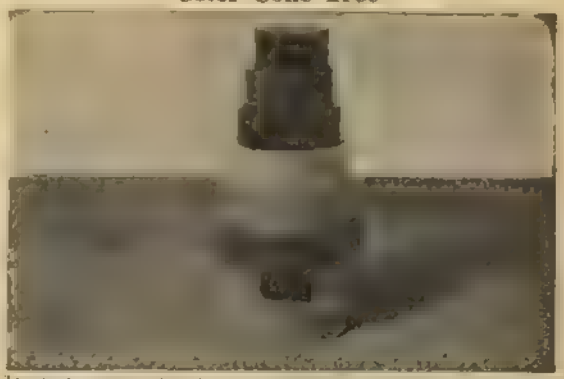
One-half dozen in a package

## Color Cone

| Stock No. | Mfr's. No. | Std. Pkg. | Cat. List EACH |
|---|---|---|---|
| 4H 2718 | 1052 | 9 | $2 65 |

One-half dozen in a carton.

## Color Cone Tree



The [illegible] toy for [illegible] ze

| Stock No. | Mfr's. No. | Std Pkg. | lb Pkg. | Cat. List EACH |
|---|---|---|---|---|
| 4H 3520 | 1060 | 12 | 15 .. | $1 60 |

One dozen in a carton.

## Rocky Color Cone

Six appealing graduated discs brightly finished in the color of the rainbow. Stacking them correctly in the shape of a cone offers a challenge to youngsters. The fun comes in when the child places discs at random and sees them spill off as toy tips over.

| Stock No. | Mfr's. No. | lb Pkg. | Cat. List EACH |
|---|---|---|---|
| 4H 3521 | 1107 | 10 | $1.30 |

One dozen in a carton

who sez

i've got a

# rich uncle

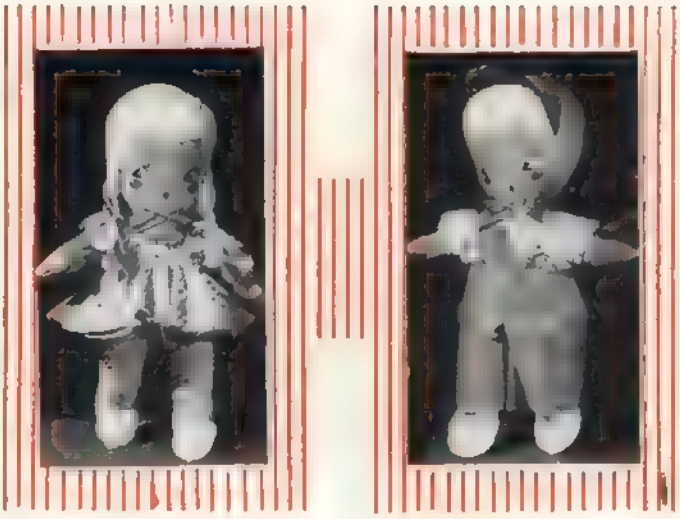
. . . Hol-le Toys all have that "rich-uncle-look" . . . whether they're made to retail for one dollar or three. Smart whip-stitching and sturdy construction that stands up under the most strenuous handling, is what does the trick. Hol-le Kitten retails for only $1.49; the Giraffe, $1.98.

Hol-le Toys

PLASTIC ANIMALS AND SOFT DOLLS NATIONALLY ADVERTISED IN PARENTS' MAGAZINE

200 FIFTH AVENUE • NEW YORK 10, N. Y.

Toys



Hol-le

lovable

cuddly

O L - L E

crib & playpen pals

have eye

'n buy

appeal

. . . ask any toy or infants' department merchandiser! D 251 Cuddly Girl Doll D 250 Cuddly Boy Doll Suggested retail about $2.00 each. Send for catalogue sheets of other Hol-le soft plastic animals and dolls . . . not only advertised in PARENTS MAGAZINE.

Factory: 148-150 Post Avenue, New York 34, N. Y. • SHOWROOM: 200 FIFTH AVENUE, NEW YORK

America's best known and best loved dolls

# SOFTEE BUTTERCUP

*Seldom has any line of dolls, without fanfare or ballyhoo, sold as astonishingly fast over counters everywhere as* HORSMAN *"Softee" and "Buttercup" dolls with parts made of Vinylite Brand Plastics. Their lifelike detail, soft flesh-like feel and self-evident quality made an immediate appeal to the buying public.*

*Increased production facilities, based upon four years of experimentation and development, should permit us to take care of your entire 1949 requirements and thus enable you to offer your customers the dolls they prefer* —— horsman

# horsman dolls

Display Rooms—200 Fifth Avenue, New York 10
Factory—Trenton, N. J.

# STANDARD TOYKRAFT

*Educational Play-products*

## *Ready for 1949 with*

## The FINEST LINE in

# STANDARD HISTORY

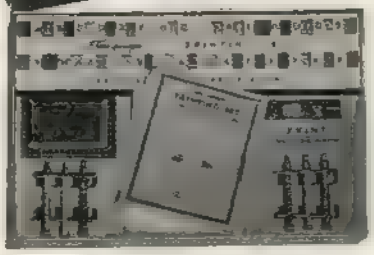
*America's Top Quality Creations in*

ARTS and CRAFTS-EDUCATIONAL TOYS and PLAY SETS

*The NEW*

## *Tom Sawyer*

TRADE MARK



PRINTING & STAMPING SETS

***Plus the Popular***

- TOM SAWYER Finger Painting Sets
- TOM SAWYER Slate and Chalk Sets
- LITTLE SCULPTOR Modeling Clay Sets
- MAKE YOUR OWN Plastic Charm Jewelry
- PRINCESS Real Charm Jewelry
- JEAN DARLING Doll Sewing Kits
- LOOM WEAVE and Tapestry Outfits

***You Are Cordially Invited To Visit Our***

**PERMANENT SHOWROOM**

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Sol Luber
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Jos. K. Straus

Mort Berman
Lou Reiss
A. R. Wertheimer

**STANDARD TOYKRAFT PRODUCTS, inc.**

GENERAL OFFICES AND FACTORY:
95 LORIMER STREET, BROOKLYN, N. Y.

NEW YORK SALES OFFICE: 200 - 5th AVE., N. Y. C.

Founded 1887

SAN FRANCISCO SALES OFFICE: MERCHANDISE MART

# DOLLS
## HORSMAN

The fact that this material is widely used for artificial hands for veterans is the best proof of its suitability for doll parts.

The soft Vinylite plastic arms and legs show the fine detail of the original sculpture. Each finger is distinct and flexible, the hands are well defined and the entire arms and legs are soft and "velvety" to the touch. These parts add tremendously to the play value of the doll's, since the flexible fingers can be clasped or made to grip small objects, etc. The heads are of hard-to-break composition. The bodies are cotton stuffed. In keeping with the fine quality parts used on these dolls, they are dressed in beautiful garments, carefully made of fine materials. All the dolls wear rubber panties, all have sleeping eyes and all cry.

### Snuggle-Softee Infant

A nice baby doll for the very small child. This 15 inch doll has soft yielding head and hands made of Vinylite. The sculptor has captured the features and expression of a darling infant, and the bright, large, painted eyes, delicate soft ears and nostrils enhance the realism of this true-to-life baby. The body and legs are cloth stuffed with soft cotton.

The soft head, hands and body of this doll mean that it can be given to the smallest child as a companion in the crib or bed, and that it can be rolled upon without injury or discomfort to the child and without harming the doll. The Vinylite hands and head are washable. Dressed in a lace trimmed slip and a long infant type lace trimmed organdy dress with a matching bonnet.

**No. 101** ..... Per dozen $37.00
One in a Box, One Dozen in a Carton

### Latex Baby Doll with Wig

These dolls have particularly well made mohair wigs which are securely sewed to a cloth foundation. These wigs are made in our own factory and are much better quality than those generally found on dolls in these price ranges. Each doll is individually boxed.

15" tall. Soft body baby doll. Natural rubber Latex legs and arms, composition turning head. Moving eyes and lashes. Crying voice. Assorted organdy dresses with matching bonnets; petticoat and rubber panties, shoes and stockings.

**No. 952** ..... .....Per dozen $48.00
One in a Box, One Dozen in a Carton

### Softee Mama-Papa Doll

Horsman's wonderful "Softee" baby doll with two voices. Tilted forward the doll says "Ma Ma". Tilted backwards it cries "Pa-Pa". Soft Vinylite legs and arms and turning composition head. Moving glassine eyes and lashes. Completely dressed in delicately styled, fine quality organdy baby dress with bonnet to match, petticoat and rubber panties, shoes and stockings.

**No. 1725** .....Per dozen $72.00
One in a Box, One Dozen in a Carton

### Latex Baby Doll

15" Horsman's soft body baby doll. Natural rubber Latex arms and legs, composition turning head. Moving eyes and lashes. Cotton dresses in assorted colors with bonnets to match, knit panties, shoes and stockings.

**No. 950** .....Per dozen $36.00
One in a Box, One Dozen in a Carton

### Softee Doll with Painted Hair

17" tall with large bright glassine sleeping eyes, molded and painted hair, Crying voice. Dainty dresses of fine quality organdy, have lace trimming on sleeves and yoke, and are in assorted styles and colors. Matching bonnet, slip, shoes and stockings.

**No. 1721** .....Per dozen $60.00
One in a Box, One Dozen in a Carton

### Softee Doll with Wig

These are the same dolls with Vinylite arms and legs as described in detail under Horsman "Softee" Dolls but they have beautiful mohair ringlet curl wigs. These wigs are made by skilled operators in our own factory. They are built on cloth foundations and are much better than the wigs ordinarily found on dolls in these price ranges.

| Nos. | Size | Per Doz |
|---|---|---|
| 1722 | 17 in. ..... | .....$72.00 |
| 1922 | 19 in. ..... | 84.00 |
| 2122 | 21 in. ..... | 96.00 |
| 2522 | 25 in. ..... | .....120.00 |

One in a Box, Half Dozen in a Carton

# DOLLS

## HORSMAN

### Drinking and Wetting Doll

**Buttercup**

Body, arms and legs are made of Vinylite a soft flesh-like plastic with a natural skin color. New process in making leaves no mold marks Body, arms and legs are stuffed with foam rubber, practically indestructible. Doll has large glassine sleeping eyes with long lashes. Doll drinks from bottle and wets its diaper.

Doll is 13", dressed in one piece combination knitted shirt and diaper, with bottle and nipple. Packed in a pink paper covered set-up box, with a lawn dress, matching hat, knitted bootees and one extra diaper Also a bar of soap, card of safety pins, one sponge and four clothes pins

**No. BC2** . . . . . Per dozen $72 00

Half Dozen in a Carton

### Doll with Coat and Bonnet

These are the extremely popular "Softee" dolls with greatly added play value in the form of beautifully made Rayon Taffeta Coats and Bonnets. These garments are made of fine materials to exacting standards

The dolls have soft Vinylite arms and legs, composition turning heads, fine quality mohair wigs sewed on cloth foundation, large, bright, glassine sleeping eyes and crying voices. Dainty, nicely made organdy dresses, shoes and stockings, rubber panties, and petticoat. 17 in. tall.

**No. 1724** .....Per dozen $84 00

One in a Box, Half Dozen in a Carton

### Cry Baby Doll

Cry Baby cries when she is laid down and continues to cry (for almost two minutes) unless she is picked up. When she is picked up, she automatically stops crying

The doll itself is our famous "Softee" with arms and legs of Vinylite—which means that they are the most realistic, most detailed, and most life-like of any dolls in the world The turning, hard-to-break composition head has sleeping glassine eyes with real lashes, open mouth showing teeth and tongue. Her hair is fine mohair in a ringlet curl hairdoo and is firmly sewed on a cloth foundation

Dressed in a beautifully made lace-trimmed permanent finish organdy dress with a gorgeous baby bonnet of the same material She also wears a petticoat, rubber panty and white imitation leather shoes 23 in. tall

**No. 2377** .....Per dozen $132.00

One in a Box, Half Dozen in a Carton

### All Plastic Bright Star Doll

All plastic girl dolls of fine quality for the slightly older girl Because these dolls are made entirely of practically unbreakable plastic, they have delicate details of character which can't be achieved in ordinary composition dolls. The features are clearly defined, each finger is separate and is perfectly formed with finger nails, knuckles and dimples clear and distinct The carefully sculptured bodies are extremely realistic

All of these dolls have jointed arms and legs, swivel heads, large bright glassine sleeping eyes with real lashes, open mouths showing teeth and tongue Better quality sewed mohair pigtail wig. Dressed in various materials with pretty pinafores and straw hats, panties, shoes and stockings

**No. 681**—Size 15 in. .....Per dozen $60 00

**No. 681**—Size 18 in. .....Per dozen 84.00

One in a Box, Half Dozen in a Carton

### Bride Doll

All Plastic girl dolls made entirely of practically unbreakable plastic and dressed beautifully in bride and bridesmaid costumes

The molded plastic parts are exquisitely detailed Each fine feature and detail of character carved in the original sculpture has been faithfully reproduced. Arms and legs are jointed, head swivels, fine quality sewed mohair ringlet curl wigs, best quality sleeping eyes with real lashes, open mouths showing teeth and tongue.

Dressed in bridal costume. Beautifully gowned in white rayon satin wedding dress with lace trimmed overskirt, neck and bodice Long sweeping net bridal veil gathered in cap style with orange blossoms. Carries bridal bouquet of orange blossoms, lace and satin streamers. Long white cotton petticoat and panty. White rayon socks and artificial leather slippers

**No. 683**—Size 18 in. ..... Per dozen $120.00

One in a Box, Half Dozen in a Carton

Same as No. 683 only smaller and dressed in beautiful satin bridal gown with net veil and bridal bouquet.

**No. 333** .....Per dozen $66.00

One in a Box, Half Dozen in a Carton

### Bridesmaid Doll

18 in tall Same as No 683 but dressed in gorgeous sheer bouffant bridesmaid dress with large picture hat to match. Long white cotton petticoat and panty White rayon socks and white artificial leather slippers.

**No. 685**—Size 18 in. .....Per dozen $120 00

One in a Box, Half Dozen in a Carton

Same as No 685 only smaller and dressed in satin gown.

**No. 335** .....Per dozen $66 00

One in a Box, Half Dozen in a Carton

No. 100CK

No. 401

No. 950

No. 1921

## HORSMAN DOLLS

No. 101C "Snuggle Softee" 15" Boy Doll. Dressed in Overalls ... Doz. $ 48.00

No. 401 Gold Medal Baby. 12½", jointed doll with swivel head ... Doz. $ 48.00

No. 950 15" Soft body doll, rubber arms and legs, moving eyes . Doz. $ 48.00

No. 971XX 17" Soft body doll, rubber arms and legs, moving eyes and lashes. Crying voice ..... Doz. $ 72.00

No. 991 18" Soft Body doll, moving Glassine Eyes and lashes ..... Doz. $ 80.00

No. 1921 19" Doll, sleeping eyes, crying voice ..... Doz. $ 96.00

No. 2121 21" Doll, sleeping eyes, crying voice . ... . . Doz. $112.00

No. 956 15" Latex baby dolls with wigs and pinafores, voice ..... Doz. $ 64.00

No. 972 17" Latex baby dolls with wigs and dresses, voice ..... Doz. $ 80.00

No. 992 19" Latex baby dolls with wigs and dresses, voice ..... Doz. $ 96.00

No. 1922 19" Softee baby dolls, wigs voice, organdy dress .. Doz. $112.00

No. 2122 21" Softee baby dolls, wigs, voice, organdy dress ... Doz. $128.00

No. 2522 25" Softee baby dolls, wigs, voice, organdy dress .... Doz. $160.00

No. 1777 17" Cry Baby Doll, wind her and she crys ..... Doz. $128.00

No. 1977 19" Cry Baby Doll, wind her and she crys ..... Doz. $144.00

No. 2377 23" Cry Baby Doll, wind her and she crys ..... Doz. $176.00

No. 651 15" Bright Star Doll, pinafores and straw hat ..... Doz. $ 80.00

No. 681 18" Bright Star Doll, pinafores and straw hat ..... Doz. $112.00

No. 654 15" Skating Doll, skating outfit and skates ..... Doz. $ 80.00

No. 956

No. 1922

No. 1777

No. 651

No. 653

No. 2400

No. 654

No. 972

## HORSMAN DOLLS

**No. 684** 18" Skating Doll, skating outfit and skates.....Doz. $112.00

**No. 333** 13" Satin Bridal Doll, in display box.....Doz. $ 90.00

**No. 853** 15" Satin Bridal Doll, in display box.....Doz. $128.00

**No. 883** 18" Satin Bridal Doll, in display box.....Doz. $160.00

**No. 2400** 24" Rosebud Walking, Talking, Sleeping "MA-MA" Doll Doz. $128.00

**No. 100K** 12½" Campbell's Kids Dolls, assorted costumes.....Doz. $ 40.00

## ROYAL DOLL MFG. CO.
## "RED HEAD" DOLLS

**No. 39-16** 16" Red Head Doll.....Doz. $ 70.00
**No. 39-18** 18" Red Head Doll.....Doz. $ 88.00
**No. 39-20** 20" Red Head Doll.....Doz. $108.00
The above dolls are all dressed in full pinafores of white organdy. Their dresses are with buttons and button holes. Have fine voices.

## ROYAL DOLL MFG. CO.
## REGULAR DOLLS

**No. 53-19** Regular dressed dolls 19".....Doz. $102.00

**No. 53-21** Regular dressed dolls 21".....Doz. $122.00
These dolls are dressed in solid dresses, with ruffles galore of gay plaid taffeta. Ribbon bow in hair.

**No. 76-18** "Ballet Dancer Doll.....Doz. $128.00
Dressed in a Ballet costume of white satin. This dress is a fluff of row on row of sequined net with a floral nosegay at center. Ballet slippers.

**No. 70-16** "Flora Dora" Doll 16".....Doz. $96.00
Wears panties and slip of permanent finished organdy. Dress and hat of fine shadow proof cloth on organdy base, trimmed in lace.

No. 333

No. 39-16

No. 76-18

No. 53-19

No. 250 Texan Jr.

No. 240 Trooper

No. 218 Rodeo

No. 211 Hub

HUBLEY MFG. CO.

## CAP PISTOLS

No. 212 Hub, Nickel Finish, Cap Gun.....Doz. $ 5.50

No. 210 Dick, Cap Gun.....Doz. $ 8.00

No. 240 Trooper, Cap Gun.....Doz. $10.80

No. 235 Champ, Cap Gun.....Doz. $10.80

No. 250 Texan Jr. Cap Gun.....Doz. $16.00

No. 285 Pirate Cap Gun.....Doz. $21.60

No. 285 Texan Sr. Cap Gun.....Doz. $24.00

No. 275 Cowboy Senior Cap Gun.....Doz. $40.00

COMMONWEALTH UTILITIES CO.

## BUCK ROGERS GUN

No. P-80 Buck Rogers Gun.....Doz. $32.00

This is a futuristic gun that generates a high frequency light and a buzzing sound.

KILGORE MFG. CO.

## CAP PISTOLS AND WATER PISTOLS

No. 285 Pistol Pack.....Doz. $35.20

No. 105 American Cap Pistol.....Doz. $30.40

No. 100 Long Tom Cap Pistol.....Doz. $27.00

No. 30 Big Horn Cap Pistol.....Doz. $22.80

No. 27 Six Shooter Cap Pistol.....Doz. $18.00

No. 18 Six Shooter Cap Pistol.....Doz. $12.80

No. 8 Mountie Cap Pistol.....Doz. $16.00

No. 18 Presto Cap Pistol.....Doz. $11.40

No. 9 Captain Cap Pistol.....Doz. $10.80

No. 5 Bobcat Cap Pistol.....Doz. $ 9.60

No. 4 Hawkeye Cap Pistol.....Doz. $ 8.00

No. 208 Bronco Gun.....Doz. $22.80

STEPHENS PRODUCTS CO.

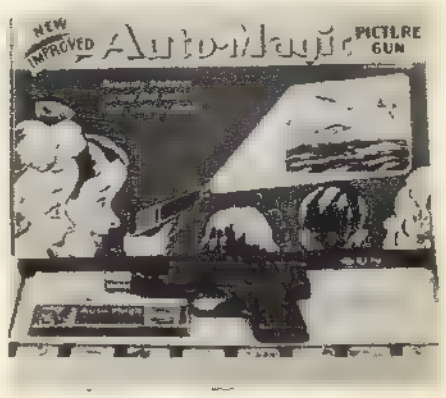
## PICTURE GUN

Auto Magic Picture Gun.....Doz. $45.60

No. 5 Bobcat

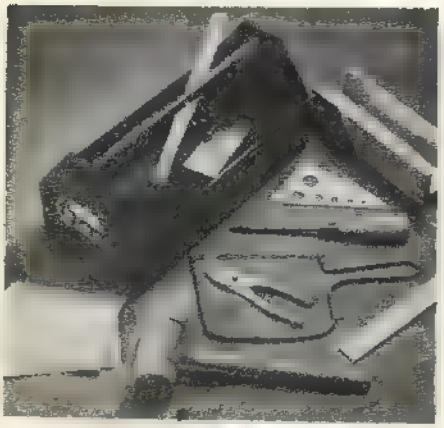
No. 4 Hawk Eye

No. 208 Bronco




Auto Magic Picture Gun

No. 1 Tools In Apron



No. 2 Totem Box

No. 5 Metal Tool Chest

No. 12 Bench and Tools

DAISY MFG. CO.

## AIR RIFLES

**No. 100 Daisy Single Shot Air Rifle Ea. $2.68**
Break action, all blued steel with sound well finished wood stock. Muzzle loader.

**No. 111 Daisy Red Ryder Air Rifle Ea. $6.60**
It looks, feels and handles like a real western saddle gun. Equipped with Lightning Loader, 1000 shot repeater.

**No. 25 Daisy Pump Gun.....Ea. $9.28**
Blued finish, adjustable sights, "gold-engraved" jacket; forced feed 50 shot repeater; walnut finished pistol-grip stock.

**No. 118 Targeteer Gun.....Ea. $4.00**
big, well balanced air pistol shoots accurately to 12 feet for INDOOR target shooting. Set up carton as target backstop.

**No. 1188 Targeteer Shot, 50 tubes to a case.....Case $10.00**
Special shot for use in Daisy Targeteer Pistol. 500 shot per tube.

SUBURBAN TOY AND MFG. CO.

## TOOL CHESTS

**No. 2 Totem Box.....Doz. $32.00**
For the little fellow to "tote" around. 10 assorted tools.

**No. 1 Tools in Apron.....Doz. $25.20**
Quality apron of colorful DuPont leatherette. Size 16x18. 6 tools.

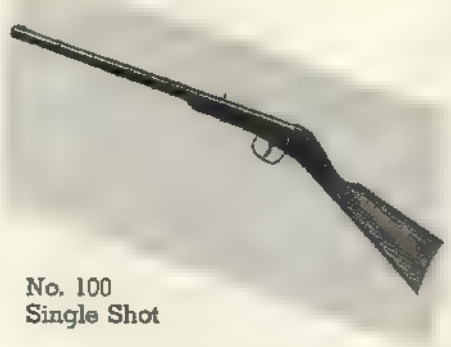
**No. 3 Metal Tool Chest.....Doz. $48.00**
Large brightly colored metal box, size 3½"x 7"x15", baked red enamel. Complete with 12 quality tools.

**No. 5 Metal Tool Chest.....Doz. $76.00**
Large colorful baked green enamel steel compartment box, size 3½x8x16½". Complete with 18 quality tools.

**No. 10 Work Bench Only.....Ea. $13.34**
Top made of solid hardwood, natural finish, clear lacquered. Rigid all steel understructure with overall steel shelf.

**No. 12 Wood Work Bench and Tools.....Ea. $16.50**
Same as the No. 10 Work Bench but with a selection of quality tools.

No. 118
Targeteer



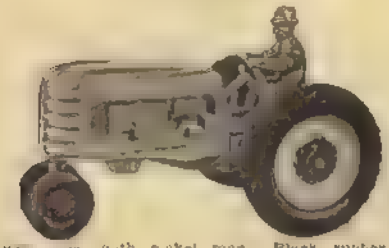
No. 100
Single Shot

No. 111
Red Ryder

No. 25
Pump Gun

# Hubley

## Tractor

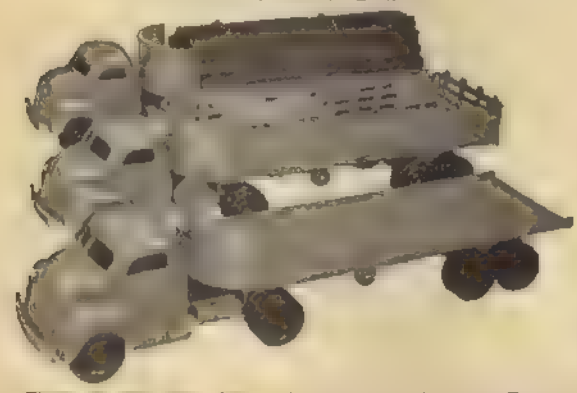


S & G [illegible] with nickel man. Black rubber wheels with [illegible]. One in a box.

| Stock No. | Mfr's. No. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2191 | 475 | 6⅝ | 15 | $11 35 |

One dozen in a carton.

## Tractor Trailer Truck

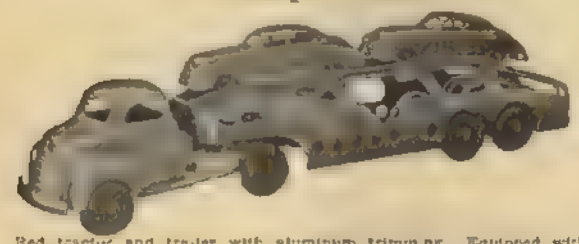


[illegible] Red with aluminum trimming. Furnished [illegible], also load of logs and chains to [illegible]. Knee action rear wheels, 14 black rubber tires and retractable trailer support with two red rubber wheels. One in a box.

| Stock No. | Mfr's. No. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2192 | 500 | 17½ | 72 | $66 80 |

One half dozen in a carton.

## Auto Transport Truck



Red tractor and trailer with aluminum trimming. Equipped with four assorted color plastic cars also runway to be used for running cars on the trailer. Transport and cars all furnished with black rubber wheels.

| Stock No. | Mfr's. No. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2193 | 501 | 18 | 40 | $63 45 |

One-half dozen in a carton.

## Telephone Truck

Olive green with aluminum trimming. Equipped with red trailer and telegraph pole, nickel winch and boom; three digging tools. Rubber wheels.

| Stock No. | Mfr's. No. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2194 | 478 | 10½ | 24 | $22.00 |

One dozen in a carton.

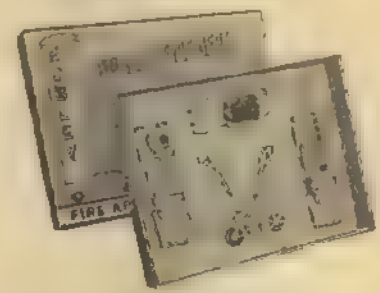
## Concrete Mixer Truck

Red Chassis, green body, revolving aluminum mixer. Rubber wheels.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2195 | 477 | 10 | 20 | $21.00 |

One dozen in a carton.

## Fire Department Set



Set consists of fire engine, hook and ladder, fire chief's car, motorcycle, plastic ladder and two nickel axes. All toys painted red with aluminum trimming and rubber wheels. Beautiful display box.

| Stock No. | Mfr's. No. | Box Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2196 | 80 | 14½x11 | 35 | $28.40 |

One dozen sets in a carton.

## Truck Set

Three assorted trucks to a box, each a different color. All toys equipped with rubber wheels. Beautiful display box.

| Stock No. | Mfr's. No. | Box Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2197 | 40 | 11½x8½ | 34 | $24 00 |

One dozen sets in a carton.

## Racer Set

Three assorted colors to set. All toys equipped with nickel man and rubber wheels. Beautiful display box.

| Stock No. | Mfr's. No. | Box Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2198 | 20 | 11½x8 | 25 | $20.00 |

One dozen sets in a carton.

# Hibley

## Farm Set

Five assorted farm toys to a set: tractor, plow, disc, spreader and farm wagon. Toys painted red with aluminum and nickel trimming. Rubber wheels. One set in a box

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2199 | 50 | 48 | $46.75 |

One-half dozen sets in a carton

# Unique

## G. I. Machine Gun

Permanent, unbreakable emery wheel. Powerful, long running spring motor. Equipped with real carrying sling.

| Stock No. | Mfr's. No. | Size In. Lgth. | Size In. Hgt. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|
| 4H 2533 | 1776 | 26 | 7½ | 28 | $42.25 |

One dozen in a carton.

## Hill Billy Express

All metal, consisting of tower, racer and track. Track is elevated so that the racer rolls back and trips spring pushing it up the track again. Tower is 4 inches high and the track is 17 inches long

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2532 | 1400 | 24 | $10.60 |

Four dozen in a carton.

## Rodeo Joe Yippee-I-Amy

It speeds, whirls and bucks, but it can't throw Joe

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Fact. List DOZEN |
|---|---|---|---|---|
| 4H 2523 | 1600 | 6¾x3½x7½ | 10 | S $31.48 |

Four dozen in a carton.

## Kiddy Cyclist

All metal with long running spring motor entirely enclosed with stop and start switch. Self ringing bell. Highly lithographed in brilliant colors. Speeds, swirls, turns and all sorts of action

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Fact. List DOZEN |
|---|---|---|---|---|
| 4H 2524 | .... | 8½x7½x5½ | 9 | S $35.76 |

Two dozen in a carton

## Lincoln Tunnel

All metal mechanical toy. Consists of miniature cars and busses that go round and round on a track. Has tunnels at both ends and a traffic cop in the middle.

| Stock No. | lb Doz. | Fact. List DOZEN |
|---|---|---|
| 4H 2531 | 10 | S $23.76 |

Three dozen in a carton

# Courtland

## Mechanical Truck Assortment

### Courtland

Substantial steel and aluminum construction. No sharp edges. Enclosed motor easily removed for replacement. 1⅛ in. rubber wheels. Lithographed in brilliant colors. Assortment consists of 6 No. 3200 stake trucks, 3 No. 3100 dump trucks, 3 No. 3000 roller chimes. Overall size: length 7½ to 9 in., height 3½ in., width 3¾ in. Packed in individual boxes

| Stock No. | Mfr's. No. | lb Cts. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2169 | 3500 | 8 | $10.70 |

One dozen in a carton.

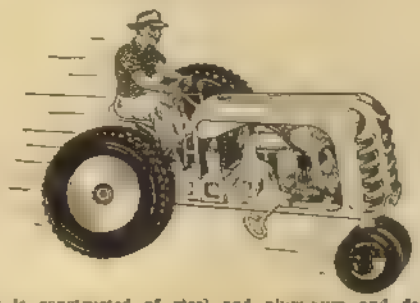
# Courtland

## Mechanical Trailer Truck Assortment

Substantial steel and aluminum construction. No sharp edges. Enclosed motor easily removed for replacement. 1⅛ inch rubber wheels. Lithographed in brilliant colors. Assortment consists of 3 No. 2000 gasoline trucks, 3 No. 2100 hook and ladder, 3 No. 2200 log trucks, 3 No. 2300 open vans. Overall size: length 13 in., height 3¼ in., width 3¼ in. Packed in individual boxes

| Stock No. | Mfr's. No. | lb Ctn. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2168 | 2500 | 12 | $16.70 |

## Mechanical Tractor



Tractor is constructed of steel and aluminum and designed just like the real thing. Has rubber tires. Enclosed motor spring. Lithographed in brilliant colors.

| Stock No. | Mfr's. No. | Inches Lgth. | Inches Ht. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|
| 4H 2164 | 6000 | 6 | 3½ | 2 | $10.00 |

## Town and Country Car

Modern design of the newest cars on the road. Constructed of steel and aluminum. No sharp edges. Has enclosed motor. Lithographed in brilliant colors.

| Stock No. | Mfr's. No. | Inches Lgth. | Inches Ht. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|
| 4H 2161 | 4000 | 6½ | 3 | 6 | $8.20 |

## Taxi-cab

Same design and construction as above

| Stock No. | Mfr's. No. | Inches Lgth. | Inches Ht. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|
| 4H 2163 | 4000 | 6½ | 3 | 6 | $8.20 |

## Fire Chief

| Stock No. | Mfr's. No. | Inches Lgth. | Inches Ht. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|
| 4H 2162 | 4000 | 6½ | 3 | 6 | $8.20 |
| | Fire Chief with siren. Otherwise same as above | | | | |
| 4H 2159 | 7000 | 6½ | 3 | 3 | 12.00 |

All above one dozen in a carton.

# FAIRFORM FLYER

*Most Widely Accepted Motor Yacht in the World*

**OFFSHORE 48** Diesel driven and the fastest seagoing yacht in the world. One of nine standard diesel driven models, twin and triple screw, 45 to 100 feet. Since 1945 we have delivered more diesel yachts than any other builder.

**45 SEDAN** Most popular of our ten standard Chrysler powered models. Most yacht per dollar of price extant. Other models 33 to 48 feet.

The Fairform Flyer survives, with ever growing fleet and ever expanding reputation because of infinite attention to the details of Safety and Comfort, Quality and Performance, and direct sale to the owner with all the value put into the boat.

We solicit contact with substantial and self identified inquirers seeking the best in boats.

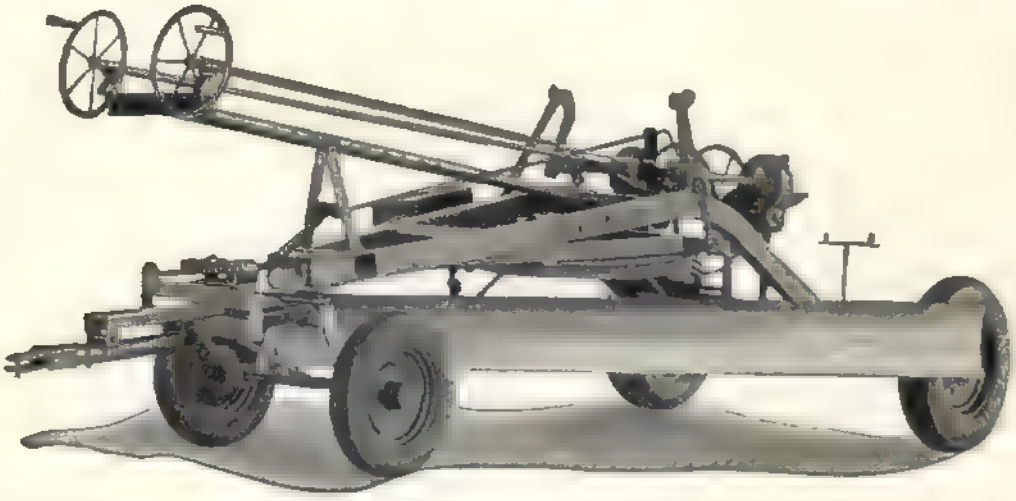
*Visit the Florida Marina when South this winter.*

**HUCKINS YACHT CORPORATION, FLORIDA MARINA**

P. O. BOX 6336 JACKSONVILLE 5, FLORIDA TELEPHONE 2-1126

# "ALL-PURPOSE" ROAD GRADERS, MAINTAINERS and TERRACERS

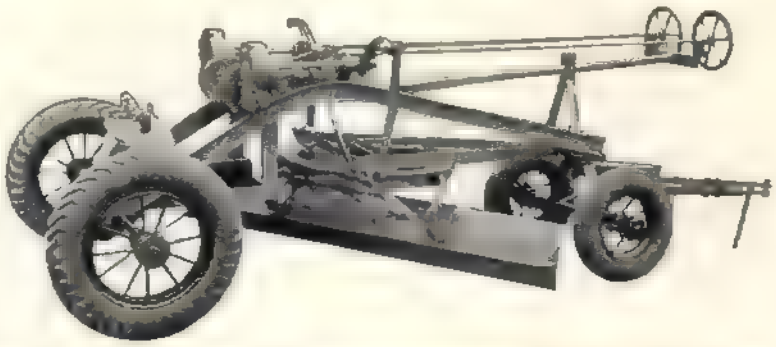
## THE "HUSKY" No. 33



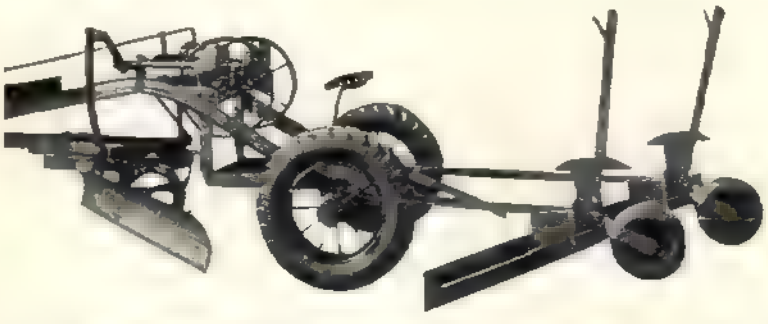
For high-speed truck, tractor or motor grader pulled maintenance. Does a fine job of ditch work, bank sloping, sod cutting and shoulder maintenance. Electric welded box frame, "Timken" roller bearing wheels, cut gears in oil, mechanical side shift on rear axle and for draw-bar and circle. Can be equipped with improved, adjustable front end control for one-man operation as shown, maintaining your roads better and cutting your costs in half. Also with or without wide range, quick acting, easy operating offset hitch as shown.

## THE "HUSKY" No. 22

### with Front End Control for One-Man Operation



The "HUSKY" equipped with Oscillating ADJUSTABLE Steel Stub Tongue, which can be adjusted to any truck or tractor draw-bar. This stub tongue or the Goose Neck Hitch, must be ordered with the Front End Control Grader. Also—telescoping, extendable Front End Control, adjustable to fit any tractor, is interchangeable with either No. 22 or No. 33 Husky and so is the Compensating Off-set Steering Hitch. With or without regular rear end control hook-ups.



## THE "HUSKY" No. 22

### Shouldering Machine with Trailer Drag

For Maintaining or Rebuilding Shoulders on Oiled or Concrete-Paved Roads

It puts shoulders in prime condition and keeps them that way. There is nothing better than a good blade grader to recondition a misshapen shoulder. This No. 22 model will cut the sod, retrieve the gravel and reshape the shoulder quicker and better. No "side-of-cab" rig can compare its work. It can also be used for other road maintennace, ditch cleaning, bank sloping and terracing work. It is an "All-Purpose" Grader and Maintainer and when used with the trailer drag it does the finest of shoulder work.

55-1-49

No. 9215

No. 9215W

No. 9816

No. 9816W

## IDEAL DOLLS

No. 9215 Dressed Doll, Rubber legs and arms, voice 15".....Doz. $ 84.00

No. 9217 Dressed Doll, Rubber legs and arms, voice 17".....Doz. $ 80.00

No. 9219 Dressed Doll, Rubber legs and arms, voice 19".....Doz. $ 96.00

No. 9221 Dressed Doll, Rubber legs and arms, voice 21".....Doz. $128.00

No. 9215W Dressed Doll, Wig, Rubber legs and arms, voice 15".....Doz. $ 96.00

No. 9217W Dressed Doll, Wig, Rubber legs and arms, voice 17".....Doz. $112.00

No. 9219W Dressed Doll, Wig, Rubber legs and arms, voice 19".....Doz. $128.00

No. 9221W Dressed Doll, Wig, Rubber legs and arms, voice 21".....Doz. $160.00

No. 9816 Squeezie Doll, voice in legs and body, 16".....Doz. $ 96.00

No. 9818 Squeezie Doll, voice in legs and body, 18".....Doz. $128.00

No. 9820 Squeezie Doll, voice in legs and body, 20".....Doz. $160.00

No. 9816W Squeezie Doll, voice in legs and body, 16", wig.....Doz. $128.00

No. 9818W Squeezie Doll, voice in legs and body, 18", wig.....Doz. $160.00

No. 9820W Squeezie Doll, voice in legs and body, 20", wig.....Doz. $192.00

No. B980 Dressed Dolls, Moving Eyes, Voice, 16".....Doz. $ 80.00

No. B981 Dressed Dolls, Moving Eyes, Voice, 18".....Doz. $ 96.00

No. B982 Dressed Dolls, Moving Eyes, Voice, 20".....Doz. $112.00

No. B983 Dressed Dolls, Moving Eyes, Voice, 22".....Doz. $128.00

No. BW981 Dressed Dolls, Moving Eyes, Voice, Wig, 18".....Doz. $128.00

No. BW982 Dressed Dolls, Moving Eyes, Voice, Wig, 20".....Doz. $144.00

No. BW983 Dressed Dolls, Moving Eyes, Voice, Wig, 22".....Doz. $160.00

No. 14 Toni Doll, with waving kit.....Doz. $160.00

No. 17 Toni Doll, with waving kit.....Doz. $192.00

No. W916 Betsy Wetsy Layette Suitcase with voice.....Doz. $ 96.00

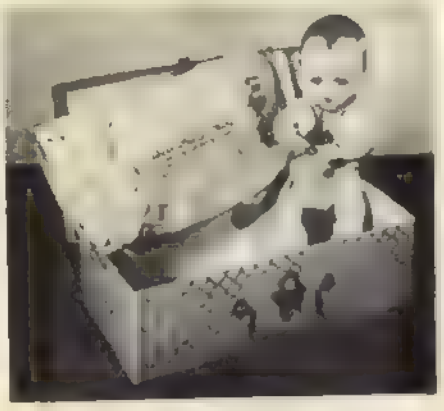
No. W926 Betsy Wetsy Layette Suitcase with voice.....Doz. $128.00

No. W936 Betsy Wetsy Layette Suitcase with voice.....Doz. $160.00

No. W912 Betsy Wetsy Layette, voice, composition suitcase.....Doz. $128.00

No. B980

No. BW980



No. W916

No. BC91

No. BC91

No. BC912

No. Toni-14

No. M-D-17

## IDEAL DOLLS

No. W932 Betsy Wetsy Layette, voice, composition suitcase ..... Doz. $160.00

No. W932 Betsy Wetsy Layette, voice, composition suitcase ..... Doz. $208.00

No. BC91 Baby Coo with clothes 14" ..... Doz. $ 96.00

No. BC92 Baby Coo with clothes 16" ..... Doz. $128.00

No. BC93 Baby Coo with clothes 18" ..... Doz. $160.00

No. BC94 Baby Coo with clothes 20" ..... Doz. $192.00

No. BC911 Dressed Baby Coo Doll 14" ..... Doz. $112.00

No. BC921 Dressed Baby Coo Doll 18" ..... Doz. $144.00

No. BC98 Dressed Boy Baby Coo Doll ..... Doz. $200.00

No. BC981 Dressed Girl Baby Coo Doll ..... Doz. $200.00

No. BC912 Boy Baby Coo Doll 14" ..... Doz. $112.00

No. BC922 Boy Baby Coo Doll 18" ..... Doz. $144.00

No. BC932 Boy Baby Coo Doll 18" ..... Doz. $176.00

No. MD9217 Ideal Musical Doll, musical movement ..... Doz. $128.00

## STEPHANIE DOLLS AND TOY CO.
## DOLLS

No. 1527 Toddlies "Walking" Doll ..... Doz. $160.00
This doll walks with the use of a stick. It is sensational and is 27" high.

No. 1927 Dressed Doll, 27" ..... Doz. $128.00
This doll is 27" high, has a Ninon dress, rubber arms and legs and voice.

No. 3027N Dressed Doll, 27" ..... Doz. $160.00
This doll is 27" high, has a Ninon dress, rubber arms and legs, voice and wig.

## LIBBY DOLL CO.
## SNOW SUIT DOLLS

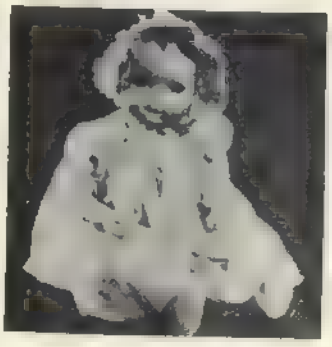
No. 1477 18" Snow Suit Dolls ..... Doz. $ 88.00

No. 1577 21" Snow Suit Dolls ..... Doz. $100.00

No. 1677 24" Snow Suit Dolls ..... Doz. $112.00

These dolls are all dressed in snow suits, have hair, and voices.

No. 1527



No. 1927

No. 3027N

No. 1477W

# Ideal Dolls

## Wetting Dolls

### Betsy Wetsy—With Voice and Romper Layette

Body, arms and legs are made of [illegible] ash rubber. Has sleeping eyes with lashes. With voice. The head is made of Ideolite. Ideolite is specially prepared hard rubber. This doll has the famous Betsy Wetsy drinking, wetting, sleeping features. It comes complete with shirt, rompers, bonnet, white shoes, a bottle with rubber nipple, and with suitcase.

| Stock No. | Mfr's. No | Size In. | Pk Doz | Cat. List EACH |
|---|---|---|---|---|
| 4H 5692 | W936 | 16 | 32 | $11 70 |
| 4H 5691 | W926 | 14 | 24 | 8 60 |
| 4H 5690 | W916 | 12 | 20 | 6.45 |

## Latex Baby Coos Doll

This new [illegible] doll with [illegible] voice. She cries, coos when [illegible] her nose. Has an [illegible] head of [illegible] hair. Completely [illegible] in [illegible] dress, [illegible] shoes. [illegible] fully dressed [illegible] cap and shoes. Packed in [illegible] box.

| Stock No | Mfr's No | Size In. | Type | Cat. List EACH |
|---|---|---|---|---|
| 4H 5693 | BC981 | 27 | Brother | $29 25 |
| 4H 5694 | BC921 | 16 | Sister | 10.50 |
| 4H 5695 | BC922 | 16 | Brother | 10 50 |
| 4H 5697 | BC911 | 14 | Sister | 8 20 |
| 4H 5698 | BC912 | 14 | Brother | 8 20 |

## Tickletoes Doll

It has a soft, cotton stuffed body with plastic head; sleeping eyes with lashes. Has latex arms and legs, durable, light, soft and warm to touch. A crying voice and can clasp her hands. Dressed in organdy dress and bonnet, slip, panties, shoes and socks.

| Stock No | Mfr's. No | Size In | Cat. List EACH |
|---|---|---|---|
| 4H 5678 | 9215 | 15 | $4.70 |
| 4H 5679 | 9217 | 17 | 5.85 |
| 4H 5680 | 9219 | 19 | 7 00 |

### With Wig

| Stock No. | Mfr's. No | Size In | Cat. List EACH |
|---|---|---|---|
| 4H 5681 | 9215W | 15 | $7.00 |
| 4H 5682 | 9219W | 19 | 9 35 |

Individually packed.

# Ideal Dolls

## Baby Plassie Doll

### With Coat and Wig

Head, arms and legs are made of durable plastic. Body is soft cotton stuffed with crying voice. Has sleeping eyes and lashes and a mohair wig. Dressed in a short rayon silk coat and bonnet. Clothed in an organdy dress trimmed with lace and embroidered design. Bonnet to match, slip, shoes and socks.

| Stock No. | Mfr's. No. | Size In. | Cat. List EACH |
|---|---|---|---|
| 4H 5685 | BWC983 | 22 | $14.00 |

### With Dress and Wig

| Stock No. | Mfr's. No. | Size In. | Cat. List EACH |
|---|---|---|---|
| 4H 5686 | BW984 | 24 | $14.00 |

### With Coat and Wig

| Stock No. | Mfr's. No. | Size In. | Cat. List EACH |
|---|---|---|---|
| 4H 5687 | B983 | 22 | $9.35 |

Individually packed

## Girl Doll

Fully jointed; all-hard standing girl doll, with mohair wig and turnle sleeping eyes and lashes. Dressed in organdy dress and straw hat. White stockings and shoes.

| Stock No. | Mfr's. No. | Size In. | Cat. List EACH |
|---|---|---|---|
| 4H 5676 | G815 | 15 | $ 7.00 |
| 4H 5677 | G819 | 18 | 11.70 |

Individually packed.

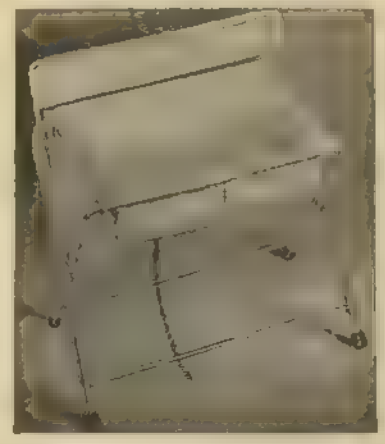
## Sparkle Plenty

Made of magic skin with unbreakable plastic head and long blond wig. Sleeping eyes with eyelashes. Dressed in blue play suit trimmed in white. White leatherette shoes. She cries, sobs, coos.

| Stock No. | Mfr's. No. | Size In. | Cat. List EACH |
|---|---|---|---|
| 4H 5675 | A1 | 14 | $7.00 |

Individually packed.

## Doll Bath and Dressing Table



Collapsible bath and dressing table. Frame is made of aluminum for strength and light weight. Bath is made of genuine vinylite, twice the weight usually used. Dressing table top removable in a jiffy. Bath folds up when not in use.

| Stock No. | Mfr's No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 1H 2883 | I7 | 30 | $56.30 |

# Cuddle Animals

## Rushton Company

Animals made of rayon plush. Sewed eyes and well constructed.

Assortment consits of six No. 46/3 Bears, 3 brown and 3 pastel, two No. 45/3 Lambs, 1 black, 1 white, two No. 42/3 Pups and two No. 104/3 Kitties.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List ASSORTMENT |
|---|---|---|---|
| 4H 5631 | 1A | 10 | $16.70 |

Packed in individual Acetate boxes.

Assortment consists of: four No. 24/9 Cuddle Bears, 2 brown and 2 pastel, two No. 25/9 Cuddle Kitties; two No. 27/9 Cuddle Pandas, two No. 29/9 Cuddle Pups, and two No. 716/18 Lambs, 1 black and 1 white.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List ASSORTMENT |
|---|---|---|---|
| 4H 5632 | 2 | 18 | $20.00 |

Packed in individual window boxes.

Assortment consists of three No. 217/12 Floppy brown Bears, two No. 214/12 Pandas; one 25/12 Cat; one No. 716/8 Lamb, black, two No. 112/9 Fawns, one No. 101/8 Elephant; one No. 242/9 Terrier one No. 42/9 Pup.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List ASSORTMENT |
|---|---|---|---|
| 4H 5634 | 4 | 10 | $26.70 |

Packed in individual window boxes.

## Duck

Made of soft, smooth latex and sprayed in pastel shades to emphasize their expressions. Squeal at slightest touch. Sanitary and odorless, colors are harmless.

| Stock No. | Mfr's. No. | Ht In | lb Doz | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 5548 | LDK-1 | 5½ | 3¼ | $7.70 |

Four dozen in a carton.

Down through the years, since way back in 1902, the most popular, most lovable, most wanted toy in all the world, has been the Teddy Bear. There's hardly a child who hasn't been made happier by —and who hasn't at some time or another cherished and loved this soft-stuffed animal with its round head-like eyes and gentle expression.

*Here's how the Teddy Bear got his name and who made the first Teddy Bear*

In 1902, while President Teddy Roosevelt was on a hunting trip in Mississippi, he refused to shoot a small bear that had been brought back to camp—because it was young and "cute." Instead, he adopted it as a pet. A cartoonist, Clifford K. Berryman, drew a picture of the incident and called it "Teddy's Bear." Soon the market was flooded with post-cards, pictures and novelties. Morris Michtom, founder of Ideal Novelty & Toy Co., which today is one of the world's largest toy manufacturers, was the first man to bring out the original Teddy Bear as a soft stuffed toy, and as it has been known to the world ever since 1902. When Morris Michtom died in 1938, newspapers all over the world mourned the loss of *"the inventor of the Teddy Bear, the man who had brought so much joy and happiness to countless children."* Since that day, Ideal Novelty & Toy Co. has sold millions of the world's finest Teddy Bears. As long as there are children, there will be Teddy Bears. And Ideal, makers of the *original* Teddy Bear, will continue to make the finest Teddy Bears in the World.

IDEAL NOVELTY & TOY CO.
HOLLIS 7, N. Y.

Made in U.S.A.

**ANOTHER "*First*" BY IDEAL!**

**Order *your* Teddy Bears NOW!**

REMEMBER . . . IDEAL TEDDY BEARS ARE STEADY MONTH IN, MONTH OUT SELLERS THE YEAR 'ROUND!

**IDEAL NOVELTY & TOY CO.**
**200 FIFTH AVENUE, NEW YORK 10, N. Y.**

14-108 Merchandise Mart Chicago, Ill.

**IDEAL NOVELTY & TOY CO.**
**200 Fifth Avenue, New York 10, N. Y.**

Please ship us via.....

| | To Retail at |
|---|---|
| ____doz. 1630-3 Gold Mohair Plush Teddy Bears | $3.00 |
| ____doz. 1630-5 Gold Mohair Plush Teddy Bears (with Growlers) | 5.00 |

*Store Name*.....

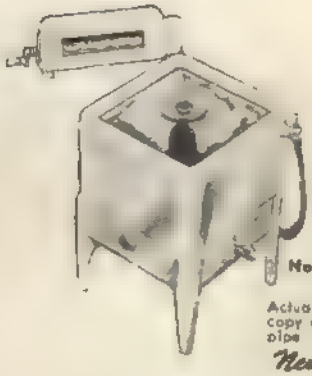
*Address*.....

*Buyer's Signature*.....

Ideal

# Toys That Work

## IN BRILLIANT PLASTIC COLORS



**No. MLW-300 MECHANICAL WASHING MACHINE**

Actually washes doll's clothes. Realistic copy of real washer with plastic drain pipe. Strong motor.

*New low price* $1.98 retail

**No. SS-75 STEAM SHOVEL**

Big Seller! Housing revolves on swivel. Digs, carts and dumps. Handsomely boxed.

69¢ retail

**No. PMP-100 WELL PUMP**

This sparkling miniature model of a real well pump actually pumps water. Colorfully boxed.

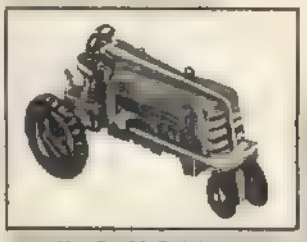
59¢ retail

**No. MGR-75 CAROUSEL**

A true model of real carousel. Carousel turns as truck is pulled. Exciting, colorful, entertaining

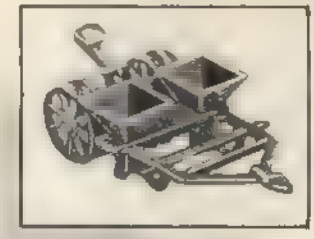
69¢ retail

## FARM IMPLEMENTS



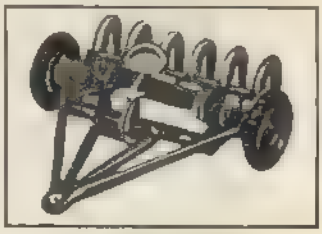
**No. TR-50 TRACTOR**

39¢ retail



**No. SDR-60 SEEDER**

49¢ retail



**No. HR-60 HAYRAKE**

49¢ retail

**No. MWR-60 MOWER**

49¢ retail

These novel plastic action toys—realistically perform farm implement functions. They're educational and colorful. Popular sellers.

- **POPULARLY PRICED**
- **NOVEL, EDUCATIONAL TOYS**
- **AUTHENTIC — REALISTIC**

**Ideal Novelty & Toy Co.**
200 Fifth Ave., New York 10, N. Y.
14-18B Merchandise Mart
Chicago, Ill.

IDEAL NOVELTY & TOY CO.
200 Fifth Ave., New York 10, N. Y.

Date

Please ship us via

| | Ret. | | Ret. |
|---|---|---|---|
| doz. SS-75 Steam Shovel | $.69 | doz. TR-50 Tractor | $.39 |
| doz. MLW-300 Mechanical Washing Machine | 1.98 | doz. SDR-60 Seeder | .49 |
| doz. MGR-75 Carousel | .69 | doz. HR-60 Hayrake | .49 |
| doz. PMP-100 Well Pump | .59 | doz. MWR-60 Mower | .49 |

Store Name

Address

Buyer's Signature

127

# Take a Tip!!

THE "Big Show" IS IN THE GREEN ROOM ON THE FIRST MEZZANINE AT THE McALPIN WHERE AMERICA'S MOST POPULAR LINE OF WHEEL TOYS IS ON DISPLAY.

Hedstrom

CHAIN DRIVE BIKES
VELOCIPEDES
DOLL CARRIAGES
DOLL STROLLERS
DOLL TRUNKS
TOY SUIT CASES
TOY CHESTS

**HEDSTROM UNION CO.**

**FITCHBURG, MASS.**

# Imperial TELEVISION

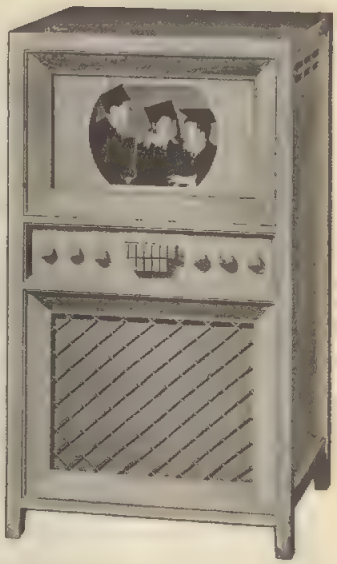
## DIRECT VIEW CONSOLETTES

★ MAXIMUM PICTURE AREA COVERAGE
★ COMPLETE CHANNEL COVERAGE
★ PUSH-BUTTON TUNING
★ BEAUTIFUL HAND RUBBED MAHOGANY OR BLONDE VENEER CABINET

**10 INCH TUBE — 60 SQUARE INCHES**

AVAILABLE IN TWO SCREEN SIZES

**12 INCH TUBE — 82 SQUARE INCHES**



**Unique shape of picture utilizes maximum area of the tube with no distortion or stretching.** 10 or 12 inch diameter direct-view picture tube insures a sharp clear picture of maximum light intensity which can be easily viewed even in a well lighted room.

Available in either beautiful **Mahogany or Blonde Veneer cabinets** . . Hand-rubbed finish. A distinctive conventional modern furniture piece constructed of finest woods styled to blend in with almost any room setting. A complete furniture piece with picture tube at the correct height for maximum eye comfort and true perspective.

Quick easy **push button tuning** for complete channel coverage . . . the simplest and most convenient form of station selection. Just press the button corresponding to channel desired.

**23 tubes** including rectifiers assure powerful clear reception even in outlying fringe areas. **Automatic lock-in picture circuit** eliminates effect of local electrical or mechanical interference resulting in a steady clear picture from end to end and top to bottom. Automatic gain control circuit. Full range FM sound circuit and powerful PM speaker for noiseless static and gives high fidelity and perfect tone reproduction. Operates on 110-125 volts 60 cycles AC only. Underwriters Approved. Measures 23 inches wide 20 inches deep and 40 inches high. Weight 75 lbs.

**10-INCH BLONDE MODEL.** LIST 279.95.
**No. 4R-10TB.** Dealer's each 198.76. Less 2% Net **194.78**

**10-INCH MAHOGANY MODEL.** LIST 249.95.
**No. 4R 10TM.** Dealer's each, 182.46 Less 2% Net **178.81**

**12-INCH BLONDE MODEL.** LIST 349.95
**No. 4R-12TB.** Dealer's each 244.97. Less 2% Net **240.07**

**12-INCH MAHOGANY MODEL.** LIST 329.95
**No 4R 12TM.** Dealer's each 230.97. Less 2% Net **226.35**

## NEW DeWALD BIG 16-INCH DIRECT VIEW TELEVISION CONSOLETTES

FEATURES THAT STACK UP WITH THE FINEST

- 30 TUBES (INCLUDING RECTIFIERS)
- 145 SQUARE INCH PICTURE
- ALL CHANNEL COVERAGE
- BEAUTIFUL WALNUT OR MAHOGANY VENEER CABINET

**Equipped with B-I-G 16 inch direct view picture tube—approximately 145 square inch picture.** Pictures beautifully bright even in daylight.

Beautiful console, in the modern manner, with cabinet made of the finest, beautiful **Walnut or Mahogany** wood veneers.

Powerful **30 tube circuit** including rectifiers assures excellent performance in outlying fringe areas. Simplified controls gives complete channel coverage and makes it easy for the most inexperienced persons to adjust the receiver. New stabilized synchronous **lock-in circuit holds picture steady** without constant tuning. Static free reception assured with full FM sound circuit and powerful PM speaker gives clear, full tone reproduction. Measures 41 inches high 25½ inches wide 25¾ inches deep.
**No. 4R-CT10I.** LIST 499.95. Dealer's each **354.30.** Less 2%, Net **347.21**

*REMEMBER TO DEDUCT YOUR 2% CASH DISCOUNT*

# Imperial LOW PRICED DIRECT-VIEW TELEVISION

MADE BY NATIONALLY FAMOUS MANUFACTURERS

## BIG 16 INCH TUBE CONSOLE

*with* PUSH-BUTTON TUNING — BUILT-IN ANTENNA — 145 SQUARE INCH SCREEN

Here's a giant value in the large **145 sq. in. screen** television field. **Direct-view 16-in. tube** provides sharp, clear definition in a well lighted room. **Push-button tuning** represents the simplest, most convenient form of station selection—complete station coverage. **Built-in antenna** gives outstanding performance in locations where indoor antennas perform satisfactorily. Connections also provided for outside antenna if desired. **24 tubes** including rectifiers and picture tube. **Automatic lock-in picture circuits** decrease interference—assure steady clear picture. Full range FM circuit and powerful PM alnico 5 speaker for brilliant static-free tone. **Beautiful distinctive cabinet of finest hand-rubbed mahogany veneers.** 23 in. wide, 22½ in. deep, 39½ in. high. 110-125 volts, 60 cycles, AC only. U. L. approved. 150 lbs.
**No. 4R-167M.** List 299.95. Dealer's, each, **212.36.** Less 2%, Net

**Compare this LOW PRICE with that of any other 16-inch Console**

**208.70**

## 12½-INCH TUBE CONSOLE MODEL

Same general construction as above with **push-button tuning** and **built-in antenna** except has 91 sq. in. screen (12½-in. tube), 23 tubes including rectifiers and picture tube, and cabinet slightly smaller. The ideal console for most homes and apartments. 23 in. wide, 20 in. deep, 40 in. high. 110-125 volts, 60 cycles, AC only. Cabinet available in either **Blonde** or **Mahogany** finest hand-rubbed veneers. 75 lbs.

with 91 Square Inch Screen — PUSH-BUTTON TUNING — BUILT-IN ANTENNA

**No. 4R-127B. Blonde Model.** List 259.95. Dealer's, each, **191.86.** Less 2%, Net..... **187.83**

**No. 4R-127M. Mahogany Model.** List 249.95. Dealer's, each, **177.46.** Less 2%, Net..... **173.91**

## TABLE MODELS

### GIANT 91 SQUARE INCH SCREEN 12½-INCH DIRECT-VIEW TUBE

Quality—beauty—economy—in this giant **91 square inch screen** table model. Unmatched for brilliant **Telermic** picture. Its superior quality components and precision engineering assure trouble-free performance. **Simplified controls** make tuning easier, quicker. Covers all channels. **Tele-Lock** insures razor-sharp image. Automatic gain control and frequency control circuit. **28 tubes** including rectifier and 12½-inch picture tube. Powerful clear-tone speaker. Beautifully designed wood mahogany cabinet. Here's TV at its best and low priced, too!
**No. 4R-T-712.** List 219.95 (plus 88c tax).
Dealer's, each, **162.24.**
Less 2%, Net..... **159.00**

### 10-INCH TUBE MODEL 61-SQUARE-INCH SCREEN

Same general construction as above model but has **10-inch picture tube** which offers maximum screen size of **61 square inches.** Wood mahogany cabinet design varies slightly from above but maintains same quality workmanship. A low priced set that's a natural for the average family.
**No. 4R-T-510.** List 179.95 (plus 88c).
Dealer's, each, **140.67.**
Less 2%, Net..... **137.86**

## ANCHOR TELEVISION PREAMPLIFIER

In fringe areas, in low terrain areas—in any low signal area, the ANCHOR television preamplifier builds up the signal for clear, sharp, bright pictures on any channel. For use with indoor antenna where outdoor antenna is not permitted or practical—without sacrificing picture quality. Matching impedance to television set in-put increases efficiency. Amplifies without noise generation—eliminates noise and "snow" patterns. Rejects interference from radio stations, electrical disturbances, etc., and prevents interchannel interference.
**No. 4R-181-58.** List 37.50. Dealer's, each, **22.50.** Less 2%, Net **22.05**

## PORTABLE ANTENNAS

### DIPOLE TEL-TENNA

GOOD FOR FRINGE AREAS!

A powerful folded dipole antenna that actually works in fringe areas. **300 ohm impedance matches 300-ohm input of set** . . . Assures perfect transfer, broad band effect, and maximum signal and sensitivity. Telescopic arms of aluminum tubing adjust to any angle. Complete with 300 ohm lead.
**No. 4R-312.** LIST 6.95. Dealer's, each, **4.17.** Less 2%, Net **4.09**

### FEDCO INDO-TENNA

- TELESCOPIC ARMS
- FULL 360° SWIVEL
- 10 FT. OF LEADER

Nickel plated brass tubing. Base is of Bakelite. Flush metal rod telescopic three section short sliding arms. Plastic housing with adjustable knob for vertical adjustment. Full 360° swivel to lead.
**No. 4R 220.** LIST 4.95. Dealer's, each, **2.97.** Less 2%, Net..... **2.62**

**WE PAY THE FREIGHT on all Television and Radio Sets**

REMEMBER TO DEDUCT YOUR 2% CASH DISCOUNT

# FILING CABINETS & TYPEWRITERS

## ALL STEEL LETTER SIZE PORTABLE FILE

An ideal time saver for homes, offices, schools, students, professional men, etc. Furnished with one set of A-Z Best-A-File hanging folders, for quick and convenient reference. Beautifully finished in hammerloid gray. Hinged lid with attractive chrome handle drops back and down out of the way. A strong, sturdy cabinet with 2-in. easy rolling casters. Welded set-up construction. Measures 18 in. deep, 27 in. high overall. Individually packed. Weight 22 lbs. (Mfr.'s #105.)

**No. 6Q-4118.** List 18.00.
Dealer's, each, 9.10.
Less 2%, Net ..... **8.92**

## TYPEWRITER STAND

A durable, all steel unit with two fold ing leaves. Can be used for numerous purposes in the home, office, or factory. Sturdily constructed with heavy gauge steel, finished in either brown or green. Equipped with smooth rolling casters for quick, easy moving. Packed individually 18 lbs. (Mfr.'s #34.)

**No. 6Q-4128.**
List, 9.20
Dealer's, each, 5.25.
Less 2%, Net ..... **5.14**

## STEEL FILING CABINETS

### 4 DRAWER LETTER SIZE

A smoothly operating file, maximizing efficiency, durability, and ease of operation. Has a sturdy metal construction with heavy gauge steel throughout. Drawers are equipped with adjustable spring-type followers, rods, brushed bronze handles and label holders. Drawers operate on 14 gauge drawer side rail, with 4 roller bearings. 2 torque plates reinforce every drawer shelf. Head liner inside drawer front provides firmness to the drawer. Front edge of top is flush with case. Finished in olive green baked enamel. Outside dimensions are 14 13/16 in. wide, 52 in. high, 25 in. deep. 120 lbs. (Mfr.'s #1441.)

**No. 6Q-4188.** Dealer's, each, 38.00.
Less 2%, Net ..... **29.40**

**Same as above, with lock.** (Mfr.'s #1441L.
**No. 6Q-4188L.** Dealer's, each, 35.50.
Less 2%, Net ..... **34.89**

### 4 DRAWER LEGAL SIZE

Same construction as Letter Size, **except 18 in. wide.** 135 lbs. (Mfr.'s #1442.)
**No. 6Q-4183.** Dealer's, each, 34.80.
Less 2%, Net ..... **34.18**

**Same as above, with lock.** (Mfr.'s #1442L.)
**No. 6Q-4183L.** Dealer's, each, 40.40.
Less 2%, Net ..... **39.59**

## STEEL STORAGE CABINETS

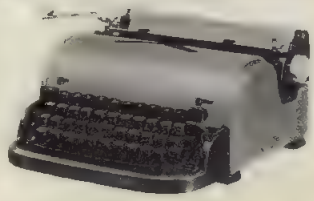
A cabinet designed for maximum durability and service. Rugged frame construction, reinforced at angles, channels, and base. Doors swing on hinges of the concealed pin type, preventing door sag. Hardware is die cast, chrome plated, locks are grooved key, disc tumbler type. 4 adjustable shelves on 1½-in. centers can be adjusted without tools. Finished in attractive grained colors. Measures 35 in. wide 18 in. deep, 78 in. high. 190 lbs. (Mfr.'s #3487.)

**No. 6Q-4181.**
Dealer's, each, 43.33.
Less 2%, Net ..... **42.46**

Same construction as storage cabinet listed immediately above, **except measures 24 in. deep.** 215 lbs. (Mfr.'s #3447.)
**No. 6Q-4182.**
Dealer's, each, 50.53.
Less 2%, Net ..... **49.52**

## Remington Rand PORTABLE TYPEWRITERS

### ALL NEW PERSONAL PORTABLE MODEL



**New Key Set Tabulator**

Sets and clears tabulator with a flick of the finger on normal typing level. Hands remain in typing position. No groping, no reaching, no fussing with back of machine. Only the "All New" Remington Personal has this exclusive feature.

**Quick Ribbon Changing Mech.**

The removal of the ribbon is accomplished by a simple, single action. To lock the new ribbon in place in the carrier, merely set it in the carrier and begin typing—action of the typebar locks the ribbon. Another "All New" exclusive.

**Fingertip Keys**

One piece, ring free, glare free keys, scientifically designed to conform to the shape of the fingers. Easier, smoother, more positive typing for novice and expert alike. . . . Exclusive on the "All New" Remington Personal Typewriter.

**Newly Designed Control Keys**

Revolutionary designed control keys have been scientifically located for convenience of operation, quicker control of mechanical action, and speedier operation.

**Housed in Handsome Protective Case**

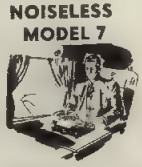
A luggage type carrying case in harmonizing grey. Opens up to a perfectly flat table top surface. No rims or raised edges to hinder typing action.

The new—ALL NEW Remington Personal Typewriter emphasizes new style, new beauty, and new exclusive features. Aside from the new features described above, other "Plus Value" features include: Positive margin control—margin stops remain fixed, cannot be accidentally disturbed. Double action paper bail—smoothes paper on platen and locks it in writing position. Variable line spacer with detent lock. Basket shift contributes to faster typing with minimum effort and vibration. Improved touch regulator adjusts key action for individual touch. Newly designed positive paper feed—avoids slipping, wrinkling of paper and carbon packs. These and many more desirable features are incorporated in this ALL NEW typewriter. Pica type only

**No. 5Q-4823.** Dealer's, each, 71.35. Less 2%, Net ..... **69.92**

**No. 5Q-4824.** Same as above **less tabulator.**
Dealer's, each, 65.88. Less 2%, Net ..... **64.27**

### NOISELESS MODEL 7



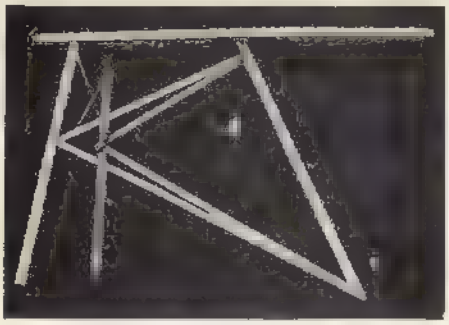
**Complete with Handsome Protective Carrying Case**

The compact Noiseless Model 7 has all the speed and ease of operation of a large office machine. Can be used anywhere, anytime, in the home, or in the office. Included is a sturdy case that keeps the machine dust-free when not in use. Outstanding features include: Silent pressure printing—assures noiseless operation. Special card holder—permits typing to the very edge. Smooth touch—adjusts key action for individual touch. Variable line spacer—allows platen to be moved to any position. Large-sized platen—gives better typing results, more accurate feeding. Large lifting paper table—tilts back to give easy access to the tabulator stops. Feeds paper easier. Single, double, triple line spacer. Tabulator keys—usually found only on larger office machines. An ideal gift for doctors, teachers, businessmen, students. Pica type only. (Mfr.'s #7.)

**No. 5Q-4022.** Dealer's, each 78.56. Less 2%, Net ..... **75.03**



Filing Cabinets FOB Aurora---Typewriters not in Our Prepaid Freight Offer



No. 34 Ironing Board

METALWARE CORP.

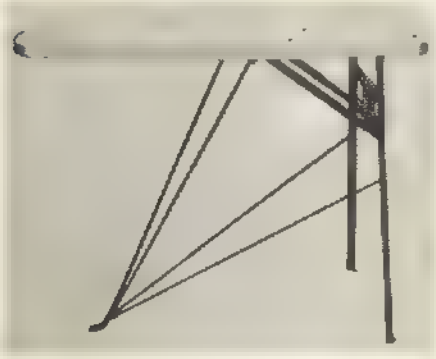
## METAL IRONING BOARD

No. 358 Ironing Board. Metal.....Doz. $40.00

SAGINAW PRODUCTS CO.

## WOOD IRONING BOARDS

No. 34 Ironing Board.....Doz. $39.60
No. 30 Ironing Board.....Doz. $32.40
No. 28 Ironing Board.....Doz. $16.00



No. 358 Metal Ironing Board

AMERICAN DOLL CARRIAGE AND TOY CO.

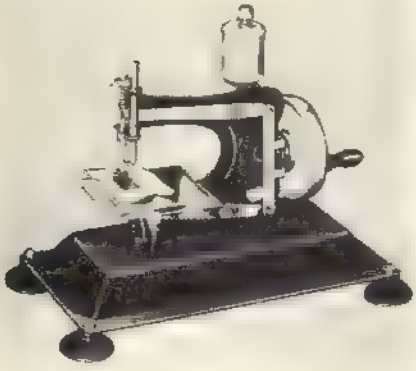
## METAL FRAME IRONING BOARD

No. 140 Ironing Board.....Doz. $32.00

AMERICAN TOY AND FURNITURE CO.

## WOOD IRONING BOARD

No. 8 Ironing Board.....Doz. $32.00

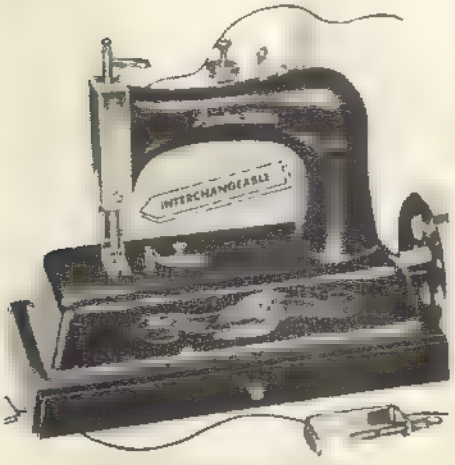


No. NP1 Sewing Machine

C. L. BRADFORD CO.

## TOY SEWING MACHINE

No. NP-1 Sewing Machine.....Doz. $48.00
Stitch Mistress Sewing Machine....Doz. $96.00




No. 350 Sewing Machine

ARTCRAFT METAL PRODUCTS INC.

## TOY SEWING MACHINES

No. 350 Toy Sewing Machine.....Ea. $4.00
No. 350C Toy Sewing Machine in Case.....Ea. $6.60
No. 650 Jr. Miss Sewing Machine...Ea. $8.00

BETSY SEWING MACHINE CORP.

## TOY SEWING MACHINE

No. 698 Betsy Ross Hand Sewing Machine.....Ea. $8.30

METALWARE CORP.

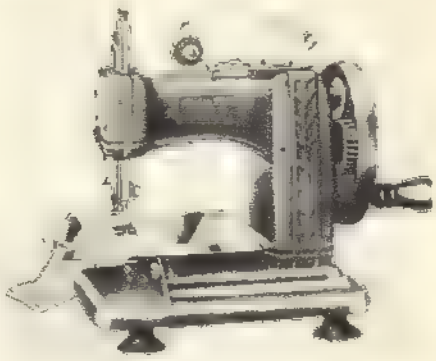
## TOY ELECTRIC IRONS

No. 338 Toy Electric Iron.....Doz. $24.00
No. 345 Electric Iron.....Doz. $24.00

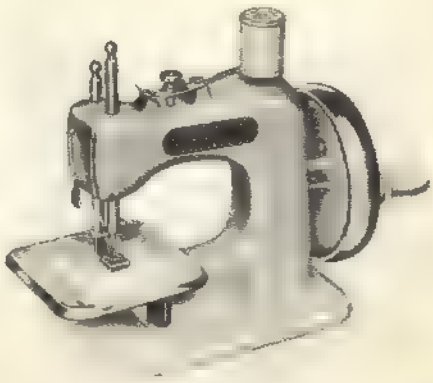
C. L. BRADFORD CO.

## TOY ELECTRIC IRON

No. C-2 Toy Electric Iron.....Doz. $16.00



No. 698 Sewing Machine



Stitch Mistress Sewing Machine

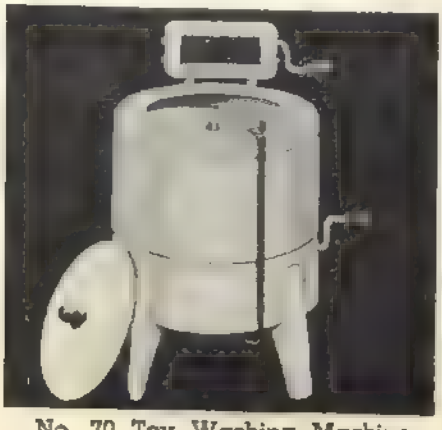
No. C-2 Electric Iron

No. 345 Electric Iron

No. 205 Vacuum Sweeper

Porter's Little Carpet Sweeper

No. 551 Carpet Sweeper



No. 70 Toy Washing Machine

WOODHAVEN METAL STAMPING CO.

TOY CARPET SWEEPER

No. 101 Toy Carpet Sweeper.....Doz. $16.00

PORTER STEEL SPECIALTIES INC.

TOY CARPET SWEEPER

Porter Little Sweeper
(Just like mothers).....Doz. $48.00

ALL METAL PRODUCTS CO.

TOY CARPET SWEEPER

No. 551 Toy Carpet Sweeper.....Doz. $11.00

NORTHWESTERN PRODUCTS CO.

TOY CARPET SWEEPER

No. 205 Vacuum Type Carpet
Sweeper.....Doz. $64.00

GOTHAM PRESSED STEEL CO.

TOY ELECTRIC VAC. CLEANER

No. VE-250 Electric Vacuum
Cleaner.....Doz. $40.00

THE METALWARE CORP.

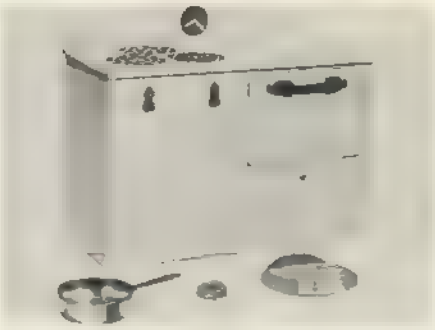
PLAY STOVES

No. 167 Play Stove.....Doz. $24.00
No. 180 Play Stove.....Doz. $45.60
No. 220 Electric Cook Stove.....Doz. $45.60
No. 225 Electric Range.....Ea. $ 6.30
No. 240 Electric Range.....Ea. $ 9.00

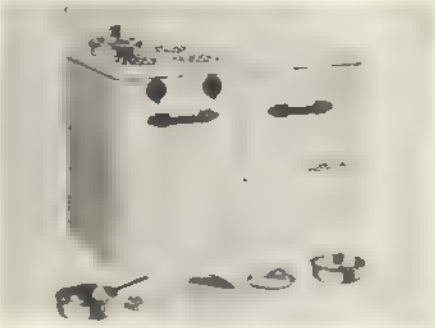
TOY METAL PRODUCTS CO.

PLAY STOVE, REFRIGERATOR

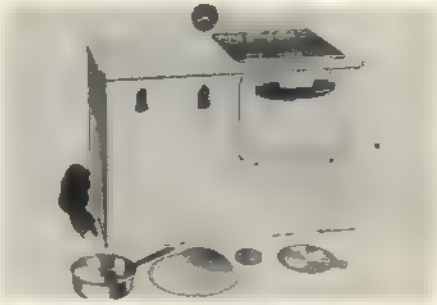
No. 80 Electric Range.....Doz. $61.20
No. 50 Refrigerator with light.....Doz. $54.00
No. 70 Washer.....Doz. $57.60



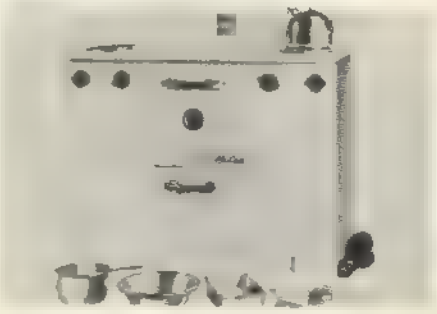
No. 167 Stove



No. 180 Stove



No. 220 Electric Stove



No. 240 Electric Stove

No. 900 Flying Circus

No. 3-W Kiddie Cyclist

No. 610 Carousel

No. 604 Bimbo

UNIQUE ART MFG. CO.

## MECHANICAL TOYS

| | | |
|---|---|---|
| No. 2002 | Bombo the Monk | Doz. $20.80 |
| No. 900 | Flying Circus | Doz. $32.00 |
| No. 200 | Gertie the Galloping Goose | Doz. $16.00 |
| No. 700 | Howdy Doody Toy | Doz. $40.00 |
| No. 3W | Kiddy Cyclist | Doz. $48.00 |
| No. 1937 | Lincoln Tunnel | Doz. $32.00 |
| No. 1776 | Machine Gun | Doz. $48.00 |
| No. 333 | Whirl-A-Way | Doz. $18.00 |
| No. 1601 | Yipee-I-AAAy (Rodeo Joe) | Doz. $28.80 |
| No. 6969 | Unique Artie | Doz. [illegible] |
| No. 1600 | G. I. Joe | Doz. [illegible] |
| No. 1100 | Sky Ranger | Doz. $24.00 |

IRWIN CORP.

## MECHANICAL TOYS

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|---|---|---|
| No. 804 | Dancing Clown | Doz. $24.00 |
| No. 613 | Dancing Doll (Carmen) | Doz. $ 9.60 |
| No. 615 | Mechanical Swing | Doz. $24.00 |
| No. 112 | Fire Chief Auto and sparkler | Doz. $24.00 |
| No. 113 | Ambulance and sparkler | Doz. $24.00 |
| No. 619 | Mechanical Crawling Baby | Doz. $16.00 |
| No. 610 | Carousel | Doz. $48.00 |

NOSCO PLASTIC CO.

## MECHANICAL TOYS

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| No. 6380 | Ace Racer | Doz. $12.00 |
| No. 6381 | Doodle Bug Racer | Doz. $24.00 |
| No. 6386 | Fire Engine and Siren | Doz. $13.80 |
| No. B6335 | Boxed Set 2 busses and 2 station wagons | Doz. $18.00 |

PLASTIC ART TOY CORP.

## MECHANICAL TOYS

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| No. 708 | Rope Jumping Girl | Doz. $16.00 |
| No. 710 | Banana Vendo | Doz. $16.00 |

U. S. PLASTICS, INC.

## MECHANICAL TOYS

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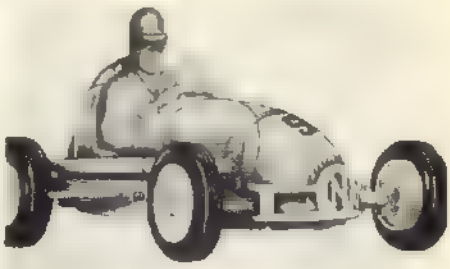
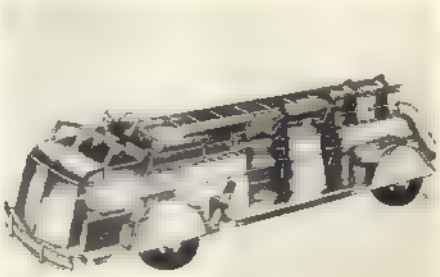
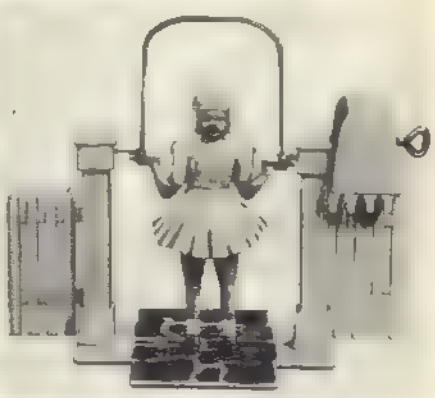
|---|---|---|
| No. MB80 | Motor Bike Racer | Doz. $13.00 |
| No. 100 | Mecho Action Toys | Doz. $40.00 |
| No. 200 | Speedster | Doz. $40.00 |



No. 6381 Racer



No. 6386 Fire Engine



No. 708 Jumping Girl

No. 619 Crawling Baby

SAALFIELD PUBLISHING CO.

## PAINT AND CUT OUT BOOKS

No. 1052 Paint Book.....Doz. $1.60
No. 1054 Paint Book.....Doz. $1.60
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No. 1028 Paint Book.....Doz. $1.60
No. 1038 Paint Book.....Doz. $1.60
No. 1049 Paint Book.....Doz. $1.60
No. 1503 Cut Out Book.....Doz. $1.60
No. 1513 Cut Out Book.....Doz. $1.60
No. 1527 Cut Out Book.....Doz. $1.60
No. 1528 Cut Out Book.....Doz. $1.60
No. 1901 Assorted Picture Book.....Doz. $1.60
No. 4514 Big Coloring Books Doz. $4.00
No. 4512 Big Coloring Books Doz. $4.00
No. 4013 Push Out and Paste Box Books.....Doz. $4.80
No. 4020 Rub the Pencil Box Box.....Doz. $4.80
No. 4014 Wet-A Brush Box Books Doz. $4.80
No. 4012 Follow the Dot Book, Boxed.....Doz. $4.80
No. 5013 Pictures to Trace Book.....Doz. $9.60
No. 5003 Follow the Dot Book.....Doz. $9.60

REUBEN H. LILJA & CO.

## PAINT AND CUT OUT BOOKS

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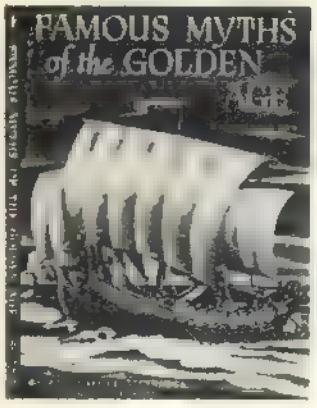
No. 239 Peek-A-Boo Coloring Book.....Doz. $ 1.60
No. 235 Dolly Duckling Coloring Book Doz. $ 1.60
No. 237 Bunny Boy Coloring Book.....Doz. $ 1.60
No. 240 Katie Kangaroo Coloring Book.....Doz. $ 1.60
No. 241 Toot Toot Coloring Book.....Doz. $ 1.60
No. 2003 Santa Claus Coloring Book.....Doz. $ 1.60
No. 300 ABC Picture Book. Doz. $1.60
No. 703 Night before Xmas Book.....Doz. $ 1.60

No. 909 Little Nurse Cut Out Book.....Doz. $ 1.80
No. 910 Little Doctor Cut Out Book.....Doz. $ 1.80
No. 903 Jaunty Jr. Cut Out Book.....Doz. $ 1.80
No. 904 Miss Silver Screen Cut Out Book.....Doz. $ 1.60
No. 902 Miss Hollywood Cut Out Book.....Doz. $ 1.60
No. 900 Miss America Cut Out Book.....Doz. $ 1.80
No. 101 Humpty Dumpty Box (8 Books to Box).....Doz. $18.80

RANDOM HOUSE INC.

## RANDOM HOUSE BOOKS

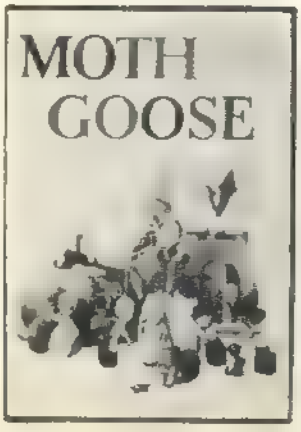
No. 300 Pinocchio Book.....Doz. $16.00
No. 301 Little Swiss Girl Story Book.....Doz. $16.00
No. 302 Greek Gods & Goddesses Story Book.....Doz. $16.00
No. 303 Jungle Animals.....Doz. $16.00
No. 304 Favorite Tales Doz. $16.00
No. 308 Story of Babar. Doz. $16.00
No. 316 Mother Goose Book Doz. $16.00
No. 317 Black Beauty Book Doz. $16.00
American Day Dictionary.....Doz. $18.00
No. 500 Deal of Books, 16 Titles. 8 Doz. to Deal.....Deal $33.60



WORLD PUBLISHING CO.

## BOYS AND GIRLS READING BOOK

No. A Falcon Books Assort. Doz. $8.00
This assortment consists of eight boys books and four girls books. Books for the youngsters from 8 to 15. Very good reading.

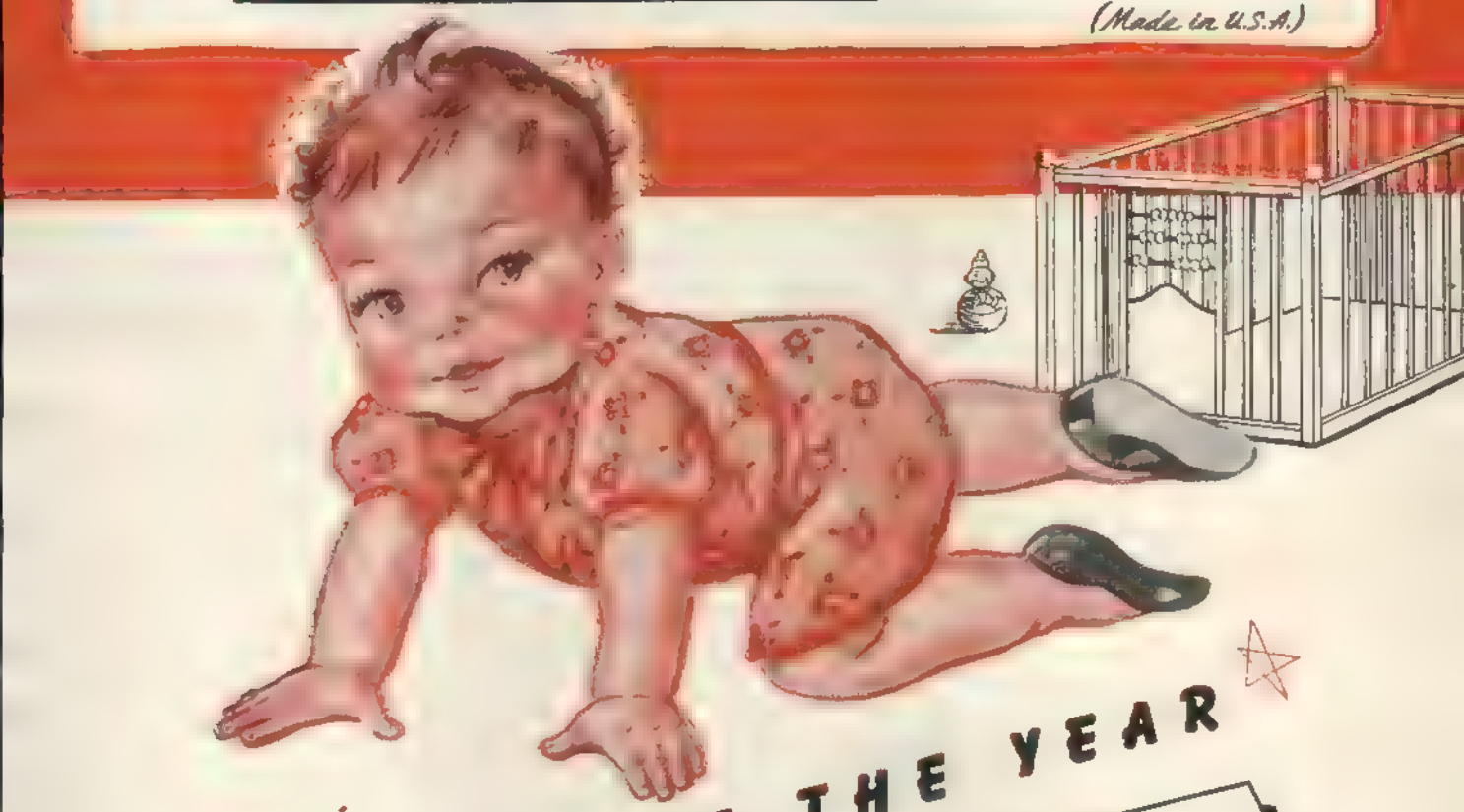


# You must SEE!

## this True-to-Life Mechanical

# CRAWLING Baby

(Made in U.S.A.)



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Yes, stronger, lighter, more versatile and more economical . . . those are the advantages of Tekwood. It is tailor made for your toy manufacturing needs. For further information, samples and prices, write today to:

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# CHARACTER GLOVE DOLLS
(HAND PUPPETS TO YOU!)

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We'll see you at the Toy Fair, Hotel New Yorker, March 7-18.

# Changeable Charlie

**the imp with a thousand moods and a million faces!**

Helen of Troy's face may have launched a thousand ships, but she had only the one face, poor gal! So she has to take a back seat to Changeable Charlie. He has 4,194,304 faces or expressions! Imagine it! With just the twist of your wrist you can get Changeable Charlie to produce over four million different faces or expressions!

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Just move a block here and Charlie becomes a happy hayseed. Shift another block there and he's a pipe-smoking grandpa. Turn still another and he dons a straw hat, or suddenly becomes bald. Here's a new toy so simple the smallest tyke can enjoy it, so fascinating adults never tire of it . . . it's Changeable Charlie, the hit of the nursery, the life of the party!

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### It's the BIGGEST Wagon Made Today!

Compare the features of this sturdy, handsome coaster wagon to any other you've ever seen—and you'll soon see why JAHN means *more* sales . . . *more* satisfied customers! One of the most attractive wagons on the market, it is Big Boy's *extra* features that make it outstanding . . . the streamlined steering mechanism . . . the extra-large wheels . . . the wide-lipped side safety grip. Unlike any other coasters, Big Boy is made out of 18 gauge high-tension steel front and rear assembly. (Not angle iron.) Compare—and see for yourself why Big Boy offers you your biggest profit opportunity!

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- **Big disc wheels, with sturdy, extra-heavy tires.**
- **Heavy gauge cold-rolled all-steel one-piece body. No seams, joints or welds.**
- **Wide roll-edge for safe, comfortable grip.**
- **EZEE-STEER—a unique feature! Two solid 3½ inch diameter wear plate-type bearings with adjustable castle nut, for positive steering.**
- **Large, 8 inch steel disc wheels, strong and well balanced, with 1¼ inch heavy rubber tires, and "stay-on" hub-caps.**
- **Heavy tubular steering handle, 27 inches long.**
- **Body and disc-wheels finished in high-gloss Fireman's Red baked enamel, with black undercarriage. Ivory hub-caps and lettering on side.**
- **Popularly priced for volume sales!**

## BIG BOY'S BIG VALUE MEANS TREMENDOUS CONSUMER APPEAL!

**DIMENSIONS:** Body, 36" long, 16½" wide—3¾" deep. 8" disc wheels. 10½" overall with rubber. Handle, 27" long.

**WEIGHT:** 30 lbs.

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WORLD'S LARGEST MANUFACTURER OF UNION-MADE WORK CLOTHES

# Open Meeting

**TELLING THE FARMER'S SIDE** • • • Your paragraph on public relations [November, page 30] caught my eye. I introduced at our Farm Bureau meeting a resolution asking for funds to publish in the newspapers the facts about price the producer receives for his share, the spread occasioned by processing, distribution, etc. It is time that the farmer gains the place in the sun to which he is justly entitled.
*Adel, Ga.* *F. W. Reuter*

• • • *Farm Journal* is fed by the farm renewals, therefore why not get more public relations services? Yes, I might give to the city papers your traveling of the Indiana egg. [November, page 23.] That graphic exposition of the egg and other farm products would explain the whyfor of high retail prices.
*Ladoga, Ind.* *E. W. MacGregor*

*Farm Journal* would be glad if publications reaching city audiences would reprint such articles, and if farm folk would see that city publications are given the chance.—Ed.

**PATRON SAINT** • • • Thanks for the "Isidore saga" [November, page 92.] Do you know that upon the importunations of the National Catholic Rural Life Conference and the Bishops of our American church, St. Isidore has been placed as the Patron Saint of U. S. Catholic farmers?
*Villa Ridge, Mo.* *Msgr. G. J. Hildner*

**PUT HIM BACK** • • • "We Tried Farming in Europe" [November, page 38] I think if you will check you will find that Ernest Hellwege comes to Iron Nebraska but from a farm east of Kingfisher, Okla.
*Cashion, Okla.* *Alta Fay Montgomery*

Pass completed, Cornhusker to Sooner, with apologies.—Ed.

**CARLOAD CONGRATULATIONS** • • • I was very happy to see "Christianity in Carload Lots" [November, page 28], and as I read it, I was carried back at the fullness of the information it contained. I could not help thinking, not only is *Farm Journal* helping the needy of the world, in giving this wonderful information, but also showing Christians how to work together.
*Alma, Kan.* *Anne Geisler*

**NOT MUCH AID** • • • I don't think much of Mr. Voorhees' "Best Aid to Peace" [December, page 23] He is merely demonstrating the typical stupidity of most Americans. America's natural abundance of resources has made her great. Europe long ago exhausted most of her natural wealth. Educating these people in the U. S. would only embitter them against their own lowly conditions.
*Blythe, Cal.* *James Haggarde*

**WHAT BETTER NAME?** • • • In the November issue you mentioned four different Washington counties in Kansas—on page 29, in Ohio, on page 34 in Oklahoma on page 37, and in Nebraska, on page 58. Another one is the one in which I live.
*Keweskum, Wis.* *Audrey Schaefer*

Brief contributions to Open Meeting are invited. Address "Open Meeting," Farm Journal, Philadelphia 5, Pa.

# JIM PRENTICE ELECTRIC GAMES

"WORLD'S LARGEST SELLING BASEBALL AND FOOTBALL GAMES: BECAUSE THEY ARE ELECTRIC."

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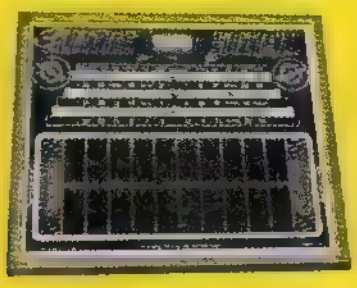

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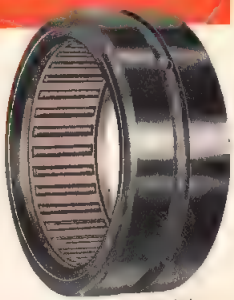

MORE and more, design engineers are finding Orange Cage Type Needle Bearings the answer for applications where conventional needle bearings fall short. For example, in vertical applications, such as the above—overhung applications—high speed applications—extreme precision specifications.

The Orange Cage Design holds rollers in permanent alignment, preventing skewing. Internal clearances can be accurately controlled to meet exacting requirements, which especially adapts them to spindles and high speed applications. Experience shows that Orange Cage Type Needle Bearings create less internal friction, provide smoother running and longer life hours expectancy. Consult our engineers on any application.

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*Ring Ring Ring* **GOES THE SALES**

**THE FIRE CHIEF FIRE ENGINE**

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COLORS: Blue Red Eggshell

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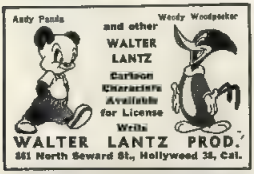


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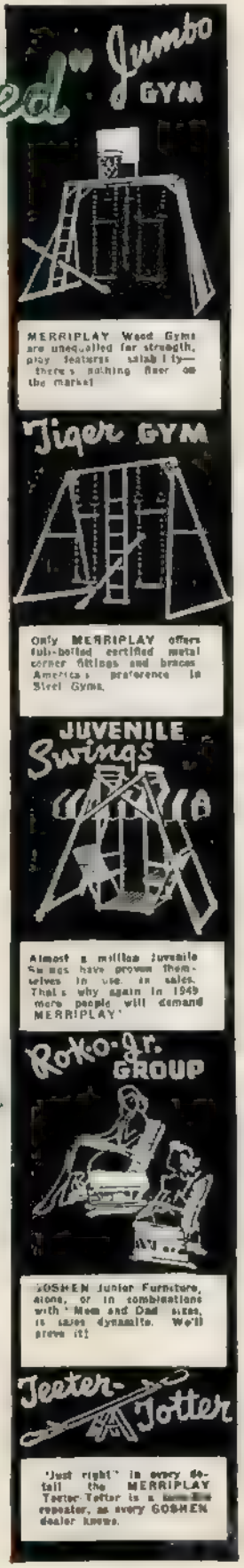
## THE GOSHEN MANUFACTURING COMPANY

GOSHEN, INDIANA, U.S.A.


Jumbo GYM
MERRIPLAY Wood Gyms are unequalled for strength, play features, salability—there's nothing finer on the market
Tiger GYM
Only MERRIPLAY offers full-bolted certified metal corner fittings and braces. America's preference in Steel Gyms.
JUVENILE Swings
Almost a million Juvenile Swings have proven themselves in use, in sales. That's why again in 1949 more people will demand MERRIPLAY
Roko-Jr. GROUP
GOSHEN Junior Furniture, alone, or in combinations with Mom and Dad sizes, is sales dynamite. We'll prove it!
Teeter-Totter
"Just right" in every detail the MERRIPLAY Teeter-Totter is a [redacted] repeater, as every GOSHEN dealer knows.

FAMOUS KEYSTONE
MOVIEGRAPHS

KEYSTONE
DOLL HOUSES
WITH TURNTABLE
Patent Pending

KEYSTONE
GAS STATIONS

KEYSTONE
MECHANICAL TOYS

KEYSTONE
FIRE DEPARTMENTS

KEYSTONE "RIDE 'EM" TOYS
THE TRADE MARK "RIDE 'EM"
IS REGISTERED IN U.S. PATENT OFFICE

COMPLETE LINE
MECHANICAL AND
SAIL BOATS

**Keystone**

KEYSTONE MFG. CO., BOSTON, MASS.
NEW YORK SHOWROOM: 200 FIFTH AVENUE

# the word's out!

## MILTON BRADLEY ANNOUNCES
## A SPARKLING NEW LINE OF TOYS AND GAMES

*See them at the Toy Fair-Room 340*
*200 5th Ave. N.Y.C.*

The word is going the rounds—Milton Bradley is introducing a brand new line of fast-selling toys and games at the Toy Fair!

Dozens of fresh and original new items are slated for the big "coming out party" at the Toy Fair. They all have that "built-in sales appeal" which has always characterized the famous Milton Bradley line of toys and games.

Be in Milton Bradley's display rooms *early!* Chances are, you'll find dozens of answers to your toy and game problems!

### 4489A—ROUND-ABOUT DOLLS

A refreshing, *different* conception of cut-out dolls. Dresses *completely encircle* the dolls, which are beautiful true-color reproductions of human models. Dolls are mounted on tekwood and are held upright by new metal standards. Thirty "height of fashion" dresses include party gowns and outdoor garments. Eye-appealing and colorful!

Size 14¼" x 10⅞" ..... Retail **$2.00**

### 4910—EXPANSE

***A Globe Trotting Game of Fun and Fortune***

This entertaining new world trade game combines the exciting elements of travel, finance and transportation. EXPANSE is one of the few great games for any odd or even number of players, up to six. Colorful playing pieces are plastic miniature luxury liners. Plastic dice. Extra large board—18" x 23".

Size 12" x 19½" ..... Retail **$2.00**

**WATCH FOR THE MILTON BRADLEY SYNDICATE BAR AT THE TOY FAIR**
**Room 340 200 Fifth Ave.**

*puzzle-tested*

MB

**MILTON BRADLEY COMPANY**
**SPRINGFIELD 2, MASSACHUSETTS**

MILTON BRADLEY

E-249-49

# Keystone

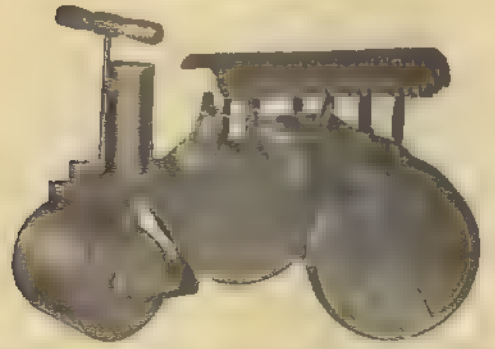
## Steam Shovel

Extension arm and clicking noise-maker with handle-bar for steering control. A trap door on the scoop automatically locks when the scoop drops to its original position. Length 35⅛ inches when arm is extended, 20¾ inches when the arm is down. Height 14¼ inches with arm down.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 4H 2254 | 47 | 10 | $7 60 |

One in a carton.

## Steam Roller



Handle-bar in front so child up to 150 pounds can comfortably sit on roof and steer while riding. Extra heavy roller and well proportioned wheels. Has loud ringing brass bell

| Stock No. | Mfr's. No. | [illegible] | Cat. List EACH |
|---|---|---|---|
| 4H 2255 | 60 | 13½ | $8.95 |

One in a box.

## Sailboat

Finished in red keel, natural deck, gray hull. Equipped with steel keel, white decorated sails. Packed individually.

| Stock No. | Mfr's. No. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2237 | 789 | 16 | 14 | $13 33 |

Two dozen in a carton.

## Mechanical Milk Truck

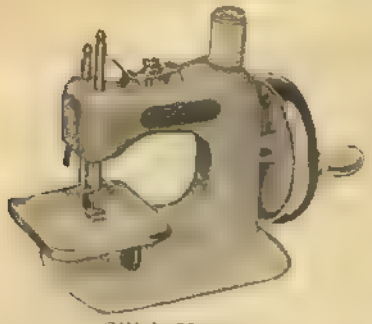
Exact replica of popular milk truck. Made of heavy gauge steel with white hard baked enamel finish, rubber wheels, powerful spring motor. Complete with milk bottles and carrying rack. Packed individually.

| Stock No. | Mfr's. No. | Lgth. In. | lb Doz | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2224 | 402 | 9 | 19 | $2 15 |

One dozen in a carton.

# Miscellaneous Toys

## Sewing Machine

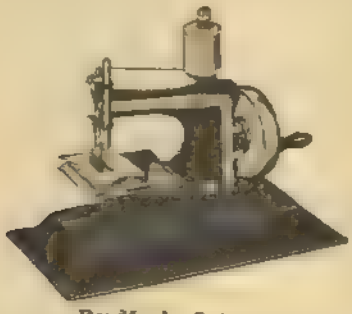


### Stitch Mistress

Perfect miniature model of latest machine for [illegible]. The aluminum body encloses all the gear mechanism, giving a high finish. Bright nickel trim. Non-marring base and metal clamp for holding machine on table top.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 4H 3042 | 49 | 2¼ | $6 35 |

One dozen in a carton.



### Bradford—Gateway

Junior hand driven sewing machine. It is precision made; with good care it will operate effectively for many years. Every machine tested before leaving factory. Manufactured from pressed steel.

| Stock No. | Mfr's. No. | Size Inch Lgth. | Wd. | Ht. | Cat. List EACH |
|---|---|---|---|---|---|
| 4H 3043 | N.P.1 | 8⅜ | 4⅛ | 6 | $3 50 |

## Electric Scissors

### Snipple

A useful, entertaining, and instructive toy for children of all ages. Safe in action. Trouble proof motor requires no oiling or attention. No radio interference. For 105-125 volt, 50-60 cycle current.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 1325 | Snipple | 13 | $23 76 |

One dozen in a carton.

Carpet sweeper, triangular mop and hand duster.

| Stock No. | Mfr's. No. | Size Box In. | Cat. List DOZEN |
|---|---|---|---|
| 4H 210 | 81 | 7½x23 | $21 70 |

Set consists of long handle dust pan, long handle dust pan, sturdy broom, an attractive sweeper, [illegible] and dusting mop. Cart has wooden wheels and metal stand which enables the set to be moved around and remain upright when in use. Packed in individual carton.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H217 | K88 | 40 | $50 10 |

One dozen in a carton.

### Susy Goose

Large deluxe parts designed for actual play value distinguish this set from all others. The carpet sweeper performs comparable to large adult sweepers. Besides the sweeper, it contains a high quality all corn broom, large pick-up style dust pan, triangular mop, all packaged in a sturdy fibre box printed in two colors.

| Stock No. | Mfr's. No. | Size Box In. | Cat. List DOZEN |
|---|---|---|---|
| 4H 214 | 82 | 10¾x29½ | $30.00 |

## Little Queen

### Bissell's

Bright silver finish with red lettering, braid band, brush pulleys and handle in red, black wheels and nickeled ball. Solid wood frame and [illegible] Complete with rubber tired wheels, dustpans that empty with a damp leaf and a real bristle brush.

| Stock No. | Size In. | Handle Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 215 | 9x5¼x22 | 27 | 21 | $31.75 |

One dozen in a carton.

## Carpet Sweepers

### Susy Goose

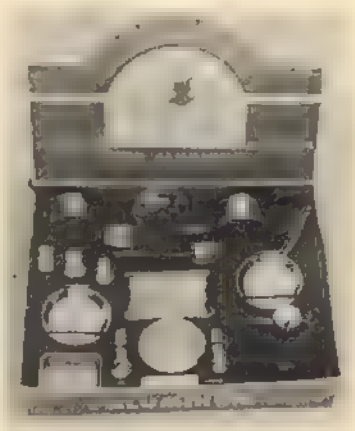
A handsome toy of sturdy construction. A real bristle brush that really sweeps.

| Stock No. | Mfr's. No. | Size In. | Handle Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|
| 4H 213 | 75 | 8x6x2½ | 24 | 9½ | $9 10 |

One dozen in a carton.

# WELKERWARE—Pure Aluminum Cooking Sets

highly polished carded and boxed sets

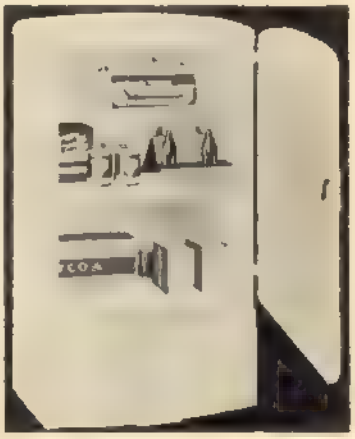


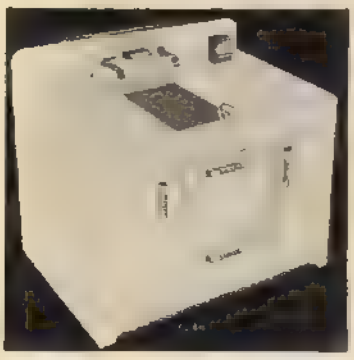
## STEEL KITCHEN TOYS

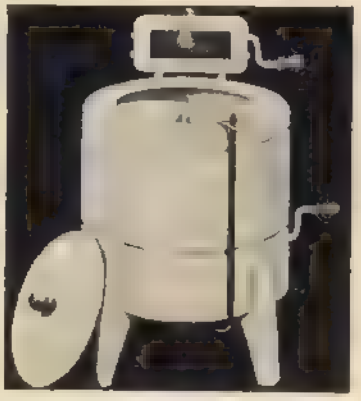
KIDDYWARE
*A Quality Toy*

REFRIGERATOR • STOVE • WASHER • SINK

baked white enamel finish







TOY METAL PRODUCTS, INC.-WELKER MFG. CO., 15 WEST 45th ST., N. Y. C.
SHOWROOM: STRAUSS & RICHSTONE, ROOM 409, 200 FIFTH AVENUE, N. Y. C.

*TOP DOLLAR VALUE*

# PLINNO TOY

## BASKETBALL AND FOOTBALL

### NO. 61 BASKETBALL

**MADE OF HEAVY PLASTIC**

**MAY BE USED FOR VOLLEYBALL, SOCCER AND WATER POLO. EXTREMELY RUGGED AND PERFECT FOR ALL SPORTS. AN IDEAL PLAY BALL.**

**SHIPPED INFLATED.**

### NO. 60 FOOTBALL

**THIS PLINNO TOY FOOTBALL IS REGULATION SIZE AND STURDILY CONSTRUCTED FOR RUGGED USE.**

**SHIPPED INFLATED.**

*. . . and for another outstanding value.*

### NO. 51V SWEETHEART DOLL

**A PLINNO TOY INFLATABLE WITH A NEW, SOFT, UNBREAKABLE MOLDED PLASTIC FACE AND COOING VOICE RESPONDING TO LIGHT PRESSURE ON ANY PART OF THE BODY.**

## *Plastic Innovations, Inc.*

*"PLASTICS ELECTRONICALLY SEALED"*

**102 WEST 101st STREET • NEW YORK 25, N. Y.**

# SIX SHOOTERS

**to sell at popular prices**
**Models No. 16 and 27**

Now every youngster can realize his ambition to own a Kilgore Six Shooter. Models No. 16 and 27, selling in the lower price bracket, have all the exclusive "play appeal" features that have made Kilgore Six Shooters treasured above all other toy cap pistols. Break open to load . . . full revolving cylinders . . . use 6-shooter extra loud Disc caps. Cast iron, bright nickel finish. No. 27 has plastic grips.

With Kilgore Six Shooters youngsters relive old West adventures in true play fashion. They like the realism of 6-shooter Disc caps — providing the importance of making each shot count. They like the reloading speed of the "break-open" feature. Six Shooters are favorites everywhere. Write now for name of nearest jobber.

*For The Surprise Of Your Life In*

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HOTEL NEW YORKER ROOM 603

Where Eli Rosen and Bernie Kaiser will be on hand to show you an outstanding and most unusual line for Fall promotion as well as a wide range of Easter rabbits and Easter novelties. All new designs, all new styles and all priced to give you maximum sales with minimum sales effort.

## playland toy company

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SUperior 6650
*Represented by* CHARLES H. CARROLL

QUALITY *at* PROMOTIONAL *Prices*

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# BELLE DOLLS

*for* 1949

*FEATURING*

## PLASTIC

BABY and CHARACTER DOLLS

*and*

*The Latest and Best In*

## LATEX BABIES

*On Display At The Toy Fair*

HOTEL McALPIN—ROOM 933

ANDY FLEISCHHACKER *In Charge*

## BELLE DOLL & TOY CORP.

34 HUBERT STREET NEW YORK, N. Y.

# It's the KILGORE Line in '49

## *Here's Why...*

- It includes the BRONCO Six Shooter — most spectacular toy cap pistol in 30 years.
- It includes FIVE other Six Shooter models — top-demand action in toy cap pistols.
- It includes SIX 50-shot repeater models — three are post-war designed, die cast of zinc alloy. Also includes the beautiful, new BUCK Single Shot — attractively "engraved," Chromate plated
- It includes FOUR types of paper caps all made by Kilgore — a single source for every cap requirement.
- It includes the SQUIRT water pistol — with more eye-appeal, play-appeal and sales-appeal than any other water pistol. Immediate shipment
- It's a brand name line that sells itself Youngsters ask for Kilgore guns and caps.
- Kilgore is a good company to do business with. A AAA-1 concern — largest manufacturer in the industry. Keeps line fresh with new models, new sales-appeal.

*"Swing-Out"* Cylinder on BRONCO model

**14 MODELS FROM ONE SOURCE**

No. 208
**BRONCO**
Absolute tops in play-time realism Six Shooter action PLUS "Swing-Out" cylinder

ACTUAL SIZE

No. 105 AMERICAN
Six Shooter model


No. 100 LONG TOM
Six Shooter model


No. 30 BIG HORN
Six Shooter model


No. 27 SIX SHOOTER
Six Shooter model

No. 76 SIX SHOOTER
Six Shooter model


No. 12 RANGER
50-shot repeater


No. 407 BUCK
Single Shot model


No. 6 MOUNTIE
50-shot repeater

No. 5 BOBCAT
50-shot repeater

No. 4 HAWKEYE
50-shot repeater

No. 18 PRESTO
50-shot repeater

No. 9 CAPTAIN
50-shot repeater

No. 200 SQUIRT
Precision water pistol

No. 265 PISTOL PACK
Includes Squ-rt, Mountie and Bobcat

THE Kilgore MANUFACTURING CO.
WESTERVILLE, OHIO U.S.A.

FACTORY OFFICES
Room 116 Room 1402
New York Chicago

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"Swing-Out" Cylinder on BRONCO model

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**14 MODELS FROM ONE SOURCE**

No 208
**BRONCO**
Absolute tops in play-time realism. Six Shooter action PLUS "Swing-Out" cylinder

ACTUAL SIZE

No. 105 AMERICAN
Six Shooter model


No. 100 LONG TOM
Six Shooter model


No. 30 BIG HORN
Six Shooter model


No. 27 SIX SHOOTER
Six Shooter model

No. 16 SIX SHOOTER
Six Shooter model


No. 12 RANGER
50-shot repeater


No. 407 BUCK
Single Shot model


No. 6 MOUNTIE
50-shot repeater

No 5 BOBCAT
50 shot repeater

No 4 HAWKEYE
50 shot repeater

No. 18 PRESTO
50-shot repeater

No. 9 CAPTAIN
50-shot repeater

No. 200 SQUIRT
Precision water pistol

No. 265 PISTOL PACK
Includes Squirt Mountie and Bobcat

THE Kilgore MANUFACTURING CO.
WESTERVILLE, OHIO U.S.A.

FACTORY OFFICES
Room 116 Brevitt Hotel New York
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# THE TOY MARKET

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**KUSAN INC.**
KOO-ZOO BLOCKS—RATTLES—TRAINS AND NOVELTIES

**JUDY COMPANY**
JUDY INLAYS—FARMS—ALPHABETS

**HOLLYWOOD TOY STUDIOS**
ROCKING AND SWINGING HORSES

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# CHIMES • BELL TOYS
**STEEL TOYS OF QUALITY**
**BICYCLE BELLS**
## THE N. N. HILL BRASS CO.
**NEW YORK SHOWROOM:**
**ROOM 463—FIFTH AVENUE BUILDING**
Pacific Coast Rep.: The Standard Toy Agencies, 718 Mission St., San Francisco, Cal.

## KILGORE'S

No. 407 BUCK

*New Single Shot*
*Features "Western" Design!*

● A large size toy cap pistol for smaller youngsters. 7¾" long. Has over-size, hood type hammer for full protection. Double action—hammer also cocks for easy loading. Die cast of zinc alloy with blue-white Chromate plating. Permanently assembled with spun-over rivets. Beautifully "engraved". Full size, deeply embossed plastic grips. Individually boxed. Order from your jobber now for prompt delivery.

**THE KILGORE MANUFACTURING COMPANY**
Westerville, Ohio

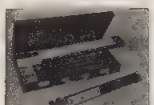
## "Susy Goose"
**Housecleaning Sets**
★
## "Friendly Acres"
**Dairy Farm**
★
**KIDDIE BRUSH AND TOY CO.**
Jeanesville, Michigan

You're Always Right
WITH
## RIGHT-TIME TOYS...
*They Sell!*

TESTED AND COMMENDED BY PARENTS' MAGAZINE

**CHILDHOOD INTERESTS, INC.**
Roselle Park 1, N. J.

## MAH JONGG CATALIN SETS



Ivory Catalin or two-tone. Both embossed or engraved

Various numbers to choose from.

Also Manufacturers of Catalin Royal Brand games: POKER CHIPS, BINGO, DOMINOES, CHUCK-A-LUCK, ROULETTE, etc.

**A & L MFG. CO.**
30 FLORENCE ST., BROOKLYN, N. Y.

## TOUCH-IT TRAIN:
***Magnetic Couplings*** attract toy train prof-its. Three models; all with genuine Alnico permanent magnets.

Simply touch magnet at one end of a car to the button at end of another car, and Presto! the connection's made.

No. 50, Thrifty Model, retail **$1.00**
No. 40, Standard Model, retail. **$1.95**
No. 30, DeLuxe Model retail **$2.95**

## BOLT-IT TOY:
Big blocks and bolts construction toy.

**Makes at least twelve different "pull" toys.**

No. 10, Educational Blocks Toy, retail . . . . . **$1.95**

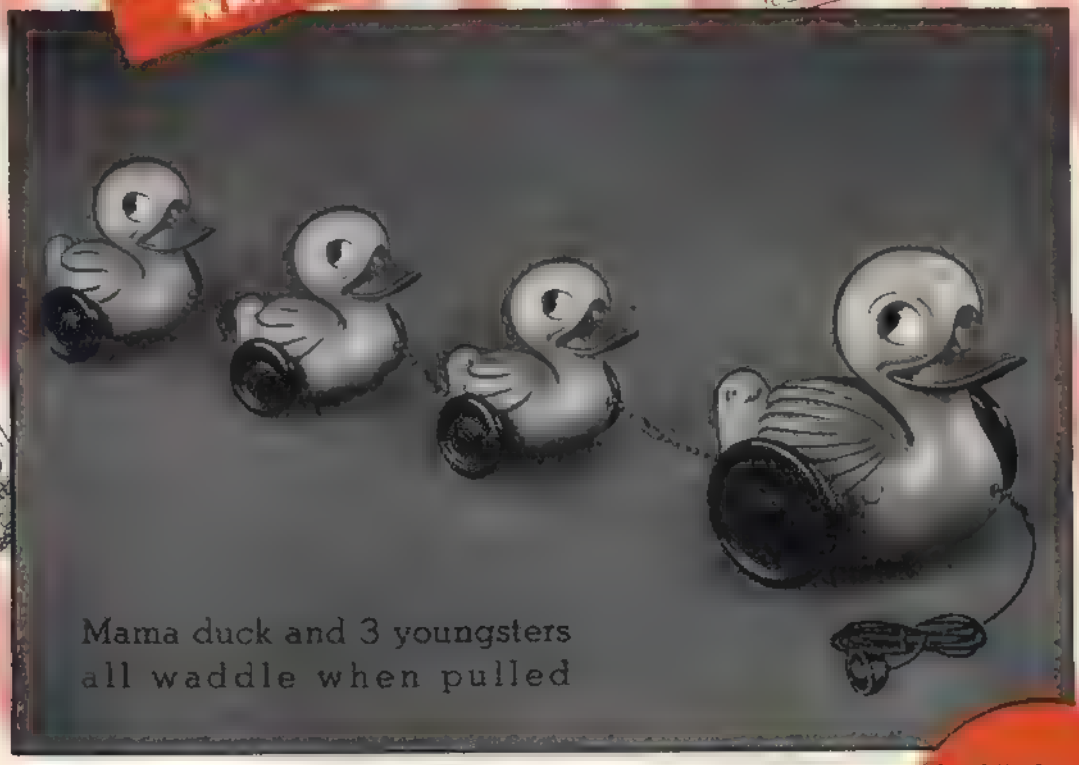
No. 20, Combination Counter Display, twelve sets BOLT-IT toys, complete, plus three (3) assembled toys, all for . **$24.00**
Ready to place on counter.

GET-IT, *PROF*-IT
from the IT toys —
*Usual Trade Discounts*
**TOYCRAFT CORPORATION**
529 S. Franklin Street, Chicago 7, Ill.

CALIFORNIA DESIGNED

# Easter PLASTIC TOYS

WRITE FOR CATALOG



Mama duck and 3 youngsters
all waddle when pulled

DUCK FAMILY

**1.49**

SUGGESTED RETAIL

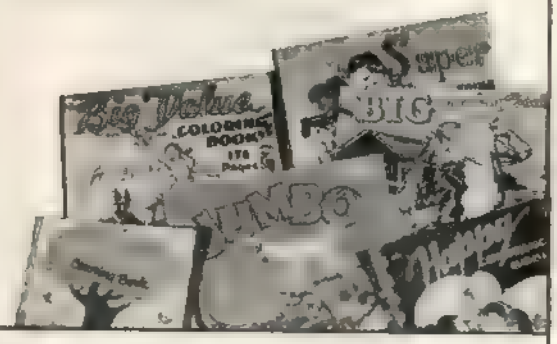
## KNICKERBOCKER PLASTIC CO., INC.

SHOWROOMS 1101 BROADWAY NEW YORK CITY N.Y. ROOM 302

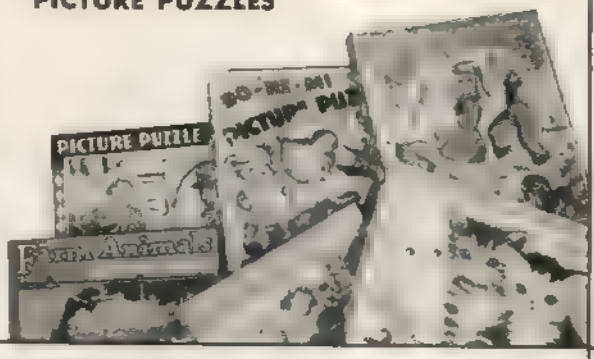
4101 SAN FERNANDO ROAD • GLENDALE 4, CALIFORNIA

# The Greatest Line—The Greatest Selection in 50 YEARS OF PUBLISHING

COLORING BOOKS

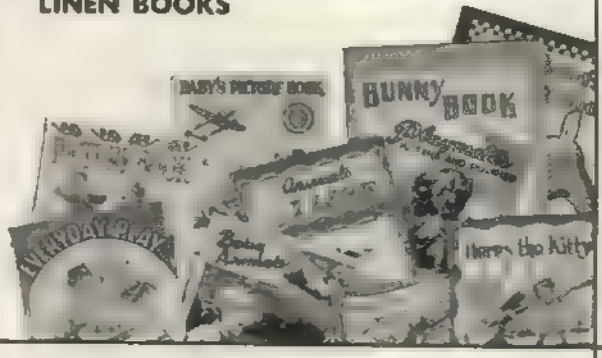



PICTURE PUZZLES

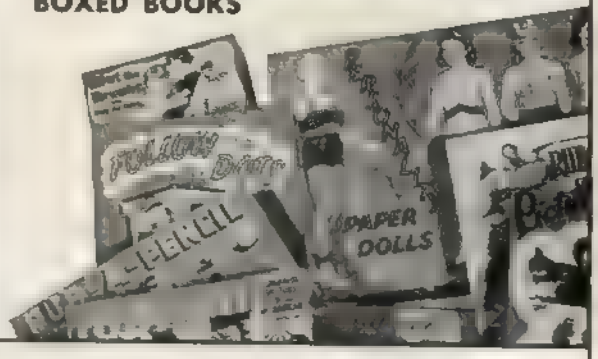



CARMEN PAPER DOLLS

LINEN BOOKS




BOXED BOOKS




PLAY AND COUNT BOOK

STRETCHER BOOKS

SEE THE COMPLETE LINE AT OUR NEW YORK SHOWROOM—GET YOUR ORDERS IN EARLY!

COLORING BOOKS • PAPER DOLL BOOKS • BOYS & GIRLS FICTION • FAMOUS BOOKS • BOXED BOOKS

# SAALFIELD

PICTURE PUZZLES • NOVELTY ACTION BOOKS • WIT A BRUSH BOOKS

THE SAALFIELD PUBLISHING CO. • SAALFIELD SQUARE • AKRON 1, OHIO

New York Salesrooms: No. 445-447 200 Fifth Ave., New York 10, N. Y.

# LEADITE AND TAR MELTING FURNACES

**Pollard Wood Burner Type**

Fig. A5—On Legs

**Specifications**

Capacity of Pot—Leadite.....200 lbs.
Capacity, Gallons (Tar).....15 gals.
Weight, on Legs.....150 lbs.
Weight, on Wheels.....230 lbs.

Fig. A6—On Wheels

## Lead Melting Furnaces

**Coke or Wood Burner**

| Size Furnace Diam. | Cap. Pot Lbs. | Diam. Pot Inches | Diam. Ladle Inches | Weight On Legs | Weight On Wheels |
|---|---|---|---|---|---|
| 18-in. | 200 | 13 | 6 | 200 lbs. | 280 lbs. |
| 24-in. | 450 | 15 | 8 | 300 lbs. | 400 lbs. |
| 30-in. | 700 | 18 | 8 | 450 lbs. | 520 lbs. |

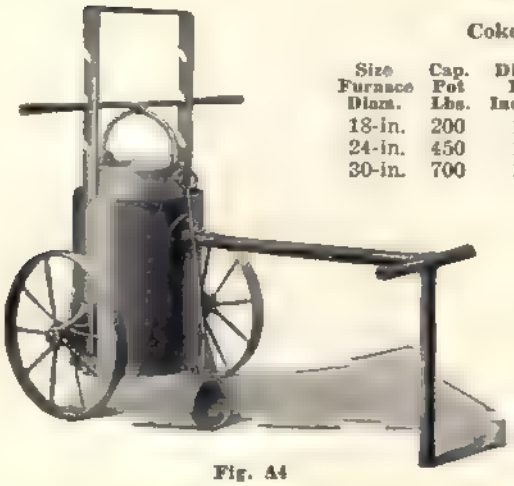


Fig. A4

Fig. A3

## Pollard Wood Derricks

**A23, No. 17**—Capacity 2 tons—4" x 4" x 12' selected timber—without blocks or rope. Weight 600 lbs.

**A23—No. 17**—With two single 8-inch wire rope blocks and 70 feet of ½" steel wire rope. Weight 700 lbs.

**A23, No. 18**—Capacity 5 tons—4" x 6" x 12' selected timber—without blocks or rope. Weight 750 lbs.

**A 23, No. 18**—With two double 8-inch wire rope blocks and 125 feet of ½" steel wire rope. Weight 950 lbs.

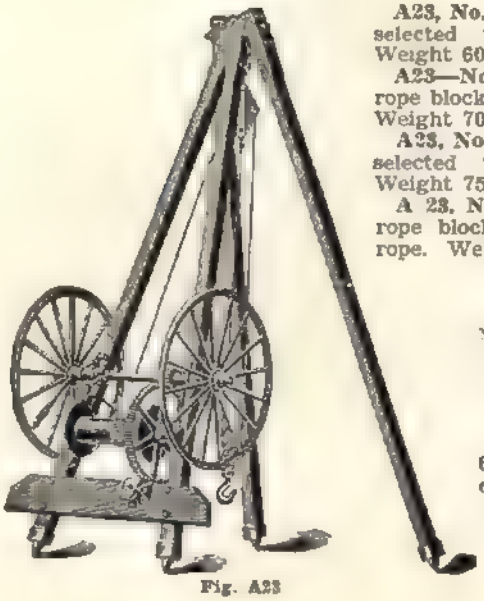


Fig. A23

Fig. A21

| No. | Capacity Ton | Timbers Inches | Height Feet |
|---|---|---|---|
| 22 | 1½ | Front Leg 4x6<br>Rear Legs 4x4 | 12 |
| 23 | 1½ | Front Leg 4x6<br>Rear Legs 4x4 | 14 |

Equipped with geared winch, 6-inch steel block and 100 feet of ⅝-inch wire rope.

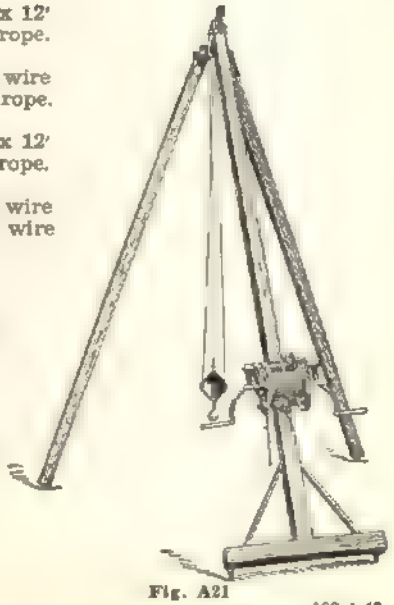


Fig. A21

182-4-48

# Perfectly Matched Autographed GOLF CLUBS

## LEO DIEGEL Autograph CLUB SETS

### MEN'S MATCHED WOODS

Solid genuine persimmon head. Sole weighted to standard specifications; securely sealed with semicrescent locked metal sole plate. Shafted with chrome plated step steel shaft, gripped with a special grade smooth grain perforated black leather grips; capped with Bell Style protector and cap. Finished in deep mahogany with inverted Keystone style face scoring. Standard length and weight.

**MATCHED SET OF 2 WOODS**—Driver and Spoon.
**No. 48-D-720M.** Men's Set.
Dealer's, per set, 15.00.
Less 2%, Net.....
**9.41**

**MATCHED SET OF 3 WOODS**—Driver, Brassie and Spoon.
**No. 48 D-1080M.** Men's Set.
Dealer's, per set, 14.48.
Less 2%, Net.....
**14.21**

### LADIES' WOODS

Same as men's woods except specially designed for ladies. Standard ladies' length and weight. Right hand only.

**MATCHED SET OF 2 WOODS**—Driver and Spoon.
**No. 48-D-720L.** Ladies' Set.
Dealer's, per net, 9.58.
Less 2%, Net.....
**9.41**

**MATCHED SET OF 3 WOODS**—Driver Brassie and Spoon
**No. 48-D-1080L.** Ladies' Set
Dealer's, per net 14.40
Less 2%, Net
**14.21**

### MEN'S MATCHED IRONS

Heads of mild cold rolled carbon steel double flange back, compact blade construction. Rust-proof chrome-plated head and chrome-plated step steel shaft. Special grade smooth grain perforated black leather grips with protector and cap. Each club properly related in head-weight, shaft weight, lie, loft and length. Standard U.S.G.A. approved face scoring. Right hand only.

**MATCHED SET OF 5 IRONS**—2, 5, 7, 9 and putter.
**No. 48-D-1200M.** Men's Set
Dealer's, per set, 16.00.
Less 2%, Net
**15.68**

**MATCHED SET OF 6 IRONS**—2, 4, 5, 7, 9 and putter
**No. 48-D-1440M.** Men's Set
Dealer's, per set, 19.20.
Less 2%, Net
**18.82**

Compact blade construction. Cold rolled carbon steel double flange back. U.S.G.A. Approved face scoring on each club.

### LADIES' IRONS

Same as men's irons except constructed to precise standards of ladies' weight, length, lie, loft and feel. Right hand only.

**MATCHED SET OF 5 IRONS**—2, 5, 7, 9, and putter.
**No. 48-1200L.** Ladies' Set
Dealer's, per set, 16.00.
Less 2%, Net
**15.68**

**MATCHED SET OF 6 IRONS**—2, 4, 5, 7, 9 and putter
**No. 48-D-1440L.** Ladies' Set
Dealer's, per set, 19.20.
Less 2%, Net.
**18.82**

# Challenger KRAFTSMAN Golf Clubs and Sets

## Challenger *KRAFTSMAN*
### GOOSENECK
### MATCHED AND REGISTERED
## 8-PIECE GOLF
## Deluxe OUTFIT
### (7 CLUBS AND 3-SECTION BAG)

Styled for the expert . . . priced for the beginner. The Challenger **KRAFTSMAN** 8-piece golf outfit includes **5-Gooseneck Irons** (2, 5, 7, 9, putter), **2 Inlaid Faced Woods** (Driver and Spoon), and a **3-Section bag.**

**IRONS**—As described at right, have full gooseneck (off set) blades with line scoring on face. Carbon steel construction with chrome-plated heads and step shaft. Black perforated calfskin grip. Black ferrule trimmer with red, 2-tone plastic to button.

**WOODS**—As described at right are deep faced, Walnut stained persimmon heads have red fibre face insert and metal butterfly sole-plate. Black perforated calfskin grip. Chrome-plated step shaft. Plastic collar at neck protects cord whipping. Horizontal line scoring. Celluloid trim and button cap.

**BAG** 3-section bag made of beige treated material full perforated top cuff of light British tan colored Vinyl. 3 stay plastic studded bottom matches hand formed handle. Selector zipper ball pocket. 2 leather club dividers. Full padded adjustable sling strap with roller buckle. Brass-plated hardware and rivets. **Waterproof** and **Weatherproof**

**No. 48-K-5250M.** MEN'S 8-PIECE-SET **Specify RIGHT or LEFT HAND.**

**No. 48-K-5250L.** LADIES' 8-PIECE SET **RIGHT HAND ONLY.** LIST per 8-piece set, 52.50.
Dealer's, per set, 35.50.
Less 2%, Net.....
**34.79**

### 6-PIECE GOLF OUTFIT

Same as above 8-piece outfit except includes **4 Gooseneck Irons** (2, 5, 9, putter), **Inlaid Brassie,** and a **2-Section, 3-Stay Bag.**

**No. 48-K-3750M.** MEN'S 6-PIECE SET **Specify RIGHT or LEFT HAND.**

**No. 48-K-3750L.** LADIES' 6 PIECE SET **RIGHT HAND ONLY.** List per 8-piece set, 37.50
Dealer's, per set, 25.00.
List 2%, Net.....
**24.50**

## Challenger *KRAFTSMAN*
## MATCHED CLUBS

### GOOSENECK IRONS FOR MEN

Full Gooseneck (off set) Compact blade for cleaner shot greater accuracy less effort. Special carbon steel construction. Special line scoring on face. Triple Chrome plated heads. Black perforated calfskin grip Chrome-plated step shaft Black ferrule trimmed with red Two-tone plastic top button **For RIGHT or LEFT HAND.** Available in the following numbers **2, 3, 4, 5, 6, 7, 8, 9 and putter. Specify Right or Left Hand and Iron number** when ordering

**No. 48-K-600M.** List 6.00 per iron.
Dealer's, per iron, 4.00.
Less 2%, Net.....
**3.92**

### GOOSENECK IRONS FOR LADIES

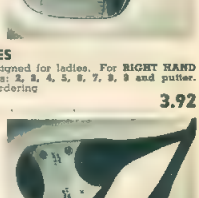
Same as men's irons except especially designed for ladies. **For RIGHT HAND ONLY.** Available in the following numbers: **2, 3, 4, 5, 6, 7, 8, 9 and putter. Specify Iron number or numbers** when ordering

**No. 48-K-600L.** List 6.00 per iron.
Dealer's per iron, 4.00. Less 2%, Net
**3.92**

### MEN'S WOODS

Deep faced, Walnut stained persimmon head has red fibre face insert for harder hitting surface. Special butterfly sole plate attached securely by Phillips permanent screws. Perforated black calfskin grips. Chrome-plated step shaft. Plastic collar at neck protects cord whipping. Horizontal line scoring Celluloid trim and button cap. High gloss plastic finish. For **RIGHT or LEFT HAND.** Available in the following: **DRIVER, BRASSIE, SPOON** and **No. 4 WOOD. Specify Right or Left Hand and Wood desired.**

**No. 48-K 850M.** List 8.50 per wood
Dealer's, per wood, 5.85.
Less 2%, Net.....
**5.54**

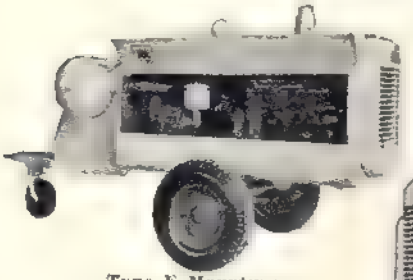


**LADIES' WOODS** Same as men's woods except especially designed for ladies For **RIGHT HAND ONLY.** Available in the following **DRIVER, BRASSIE, SPOON** and **No. 4 WOOD. Specify Wood desired** when ordering.

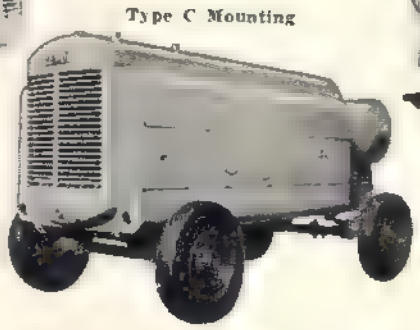
**No. 48-K-850L.** List 8.50 per wood
Dealer's per wood, 5.85. Less 2%, Net.....
**5.54**

***REMEMBER TO DEDUCT YOUR 2% CASH DISCOUNT***

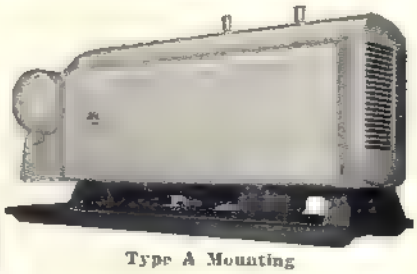
# LE ROI AIRMASTER COMPRESSORS



Type E Mounting



Type C Mounting



Type A Mounting

## Portable Air Power at Its Best

### Eight Sizes—All Popular Mounting Styles—Gasoline or Full-Diesel Powered

The new, handsomely styled AIRMASTER line is the greatest postwar development in portable air compressor design. Eight sizes are available—60, 85, 105, 160, 210, 315, 500, and 600 c.f.m.—in popular mounting styles to suit every job requirement.

On gasoline models, Le Roi retains the distinction of being the **only** manufacturer of **both** compressor and engine. Responsibility is undivided, and this assures you of quality and unsurpassed performance from the complete unit. Full-diesel-powered AIRMASTERS are offered in sizes from 105 to 600 c.f.m. All mounting styles are available for either gasoline- or diesel-powered units. The 2-wheel models (sizes 210 and smaller) have as standard equipment a retractable caster wheel built into the towing tongue.

### Airmaster* Features

**Cushioned, Super-finished AIRMASTER Valves** provide the most efficient, trouble-free means of delivering air. All valves—i.e., intake, discharge, high and low pressure—are 100% interchangeable. They are individually magnafluxed, and the accuracy of their seating surfaces is measured in microns. This accounts for their long life and high efficiency.

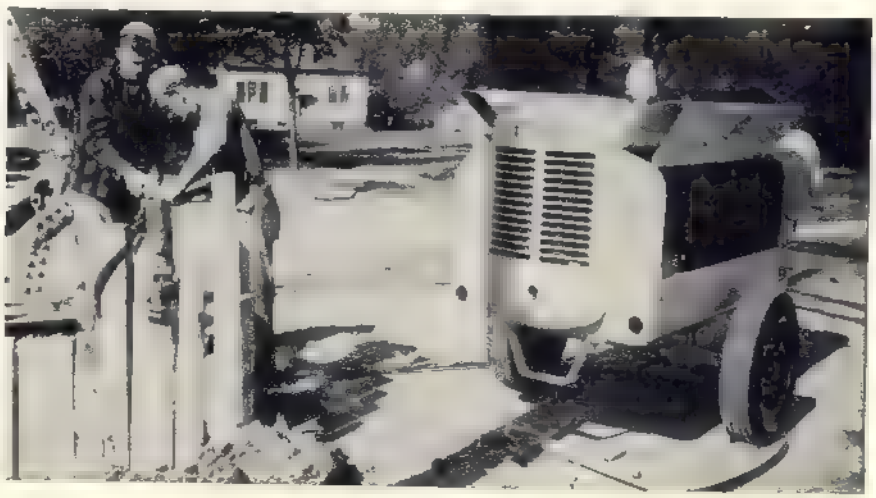
**New AIRMASTER Intercooler Design** guarantees drier, cooler, oil-free air. Hose lasts longer; does not clog your drills—permitting them to work efficiently and effectively for you.

**Push-button Electric Starting** gives you air quickly and easily.

**Automotive Steering and Semi-elliptical Spring-Suspension** make possible easy maneuvering and high-speed towing.

**Sturdy Unit Construction** provides trouble-free, long-life performance.

**Full-length Tool Boxes and Lockable Side Panels** protect your tools—you can always find them when you need them. This saves you time and money.



LE ROI MILWAUKEE

*Reg U. S Pat. Office

Shore up your profits — get a bigger return from your jobs by using Le Roi - Cleveland tools with your AIRMASTERS.

131-1-49

# LE ROI AIRMASTER COMPRESSORS

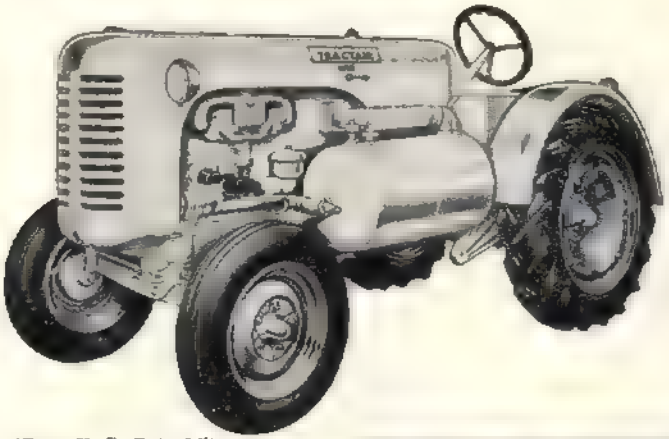
## Condensed AIRMASTER Specifications

| Compressor Model | 60G1 | 85G1 | 105G2 | 105D2 | 160G2 | 160D2 | 210G2 | 210D2 | 315G2 | 315D2 | 500D2 | 600D2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Capacity C.F.M., 100 PSI | 60 | 85 | 105 | 105 | 160 | 160 | 210 | 210 | 315 | 315 | 500 | 600 |
| Stages—Number | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Cylinders—Number—Bore | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 6 | 6 | 6 | 6 |
| Piston Speed F.P.M. | 700 | 700 | 734 | 734 | 734 | 734 | 734 | 734 | 704 | 734 | 833 | 1050 |
| Speed—R.P.M. | 1050 | 1050 | 1100 | 1100 | 1100 | 1100 | 1100 | 1100 | 845 | 1100 | 1000 | 1200 |
| **Engine Model** | | | | | | | | | | | | |
| Type | Gasoline | Gasoline | Gasoline | Diesel | Gasoline | Diesel | Gasoline | Diesel | Gasoline | Diesel | Diesel | Diesel |
| Make | Le Roi | Le Roi | Le Roi | I.H.C. | Le Roi | I.H.C. | Le Roi | I.H.C. | Le Roi | I.H.C. | Cat. | Murphy |
| Model | D176 | D201 | D226 | UD6 | D352 | DI4A | D471 | DI4A | RX1 | UD15A | D13000 | MF55 |
| Displacement, Cu. In. | 176 | 201 | 226 | 248 | 352 | 461 | 471 | 451 | 1002 | 602 | 1246 | 1103 |
| Cylinders—Number | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 6 | 6 | 6 |
| Cylinders—Bore and Stroke | 3½x4 | 4x4 | 4x4½ | 3¹⁵⁄₁₆x5¼ | 4½x6 | 4¾x6½ | 5x6 | 4¾x6½ | 6¼x7 | 4¼x6½ | 5¾x8 | 6x6½ |
| **General** | | | | | | | | | | | | |
| Side Tool Boxes, Area Sq. F. | 5 | 5½ | 8 | 8 | 9 | 9 | 9 | 9 | 13 | 13 | 16 | 16 |
| **Mountings—Weights (dry)** | | | | | | | | | | | | |
| Approximate pounds | | | | | | | | | | | | |
| "A" Skid | 1740 | 1890 | 2770 | 3470 | 4205 | 4805 | 4315 | 4915 | 7200 | 7500 | 12,500 | 11,600 |
| "B" 4 Steel Wheels | | | 3330 | 4030 | 4695 | 5295 | 4805 | 5405 | 7850 | 8150 | 14,000 | 13,100 |
| "C" 4 Pneumatic Wheels | | | 3308 | 4000 | 4695 | 5295 | 4805 | 5405 | 7750 | 8050 | 13,540 | 12,640 |
| "E" 2 Pneumatic Wheels | 1900 | 2140 | 3090 | 3790 | 4445 | 5045 | 4605 | 5155 | | | | |

The Company reserves the right under its product improvement policy to change construction or design details and furnish equipment when so altered without reference to illustrations or specifications used herein. *The Model 60GI was not of the Airmaster series at the time of printing.

# LE ROI TRACTAIR*

**An extremely handy tractor-compressor for a wide range of applications.**



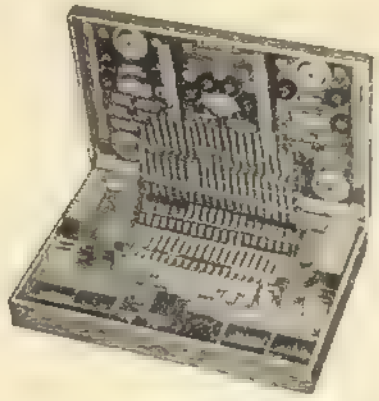
*Reg. U. S. Pat. Office.

Brand new, yet thoroughly tested, TRACTAIR is the only completely integral tractor compressor available. It combines all the utility of a 105 c.f.m. compressor with the versatility of a 35-h.p. wheel tractor. This rubber-tired unit, with its five traveling speeds, mechanizes jobs never before accessible to power machinery. Its applications are practically unlimited—it can be used for drilling, boring, digging, sweeping, backfilling, loading, towing, mowing, and snow removal. Econotrol-equipped and Le Roi powered, TRACTAIR is extremely economical to operate. It is an ideal all-purpose utility unit for contractors, utilities, etc.

**Tractair's usefulness is multiplied by a complete complement of attachments. Shown here is the new Swingloader**

131-2-45

## CONSTRUCTION SETS
**LIONEL**



Here is a complete building unit masterfully packed in attractive Oak box. Cover step display for tubular members snaps up when lid is raised. All parts are arranged for instant availability. Scores of models can be made with this set, including most of the largest and finest shown in the illustrated Manual. Electric motor packed with set has four forward and three reverse speeds and shaft speeds which range between 50 and 3000 R.P.M. This motor also has built-in Transformer which can be used to illuminate models.

**No. 454** ..... **Each $19.95**
One Set in a Box

This magnificent set is the finest and most complete ever manufactured. Every part, right down to the tiniest rivet, is instantly accessible. Scores of models ranging in type from simple items to complex Bridges, Merry-Go-Rounds, etc., can be built with this set. Electric motor included with box not only operates models but has built-in Transformer for illuminating lamps. Lamp posts are arranged for quick, positive attachment. Main drive shaft revolves at 3600 R.P.M. and provides high speed take-off. Four other shafts provide speeds ranging between 50 and 500 R.P.M. Smooth running drawer packs additional parts. Illustrated Manual includes

**No 565** ..... **Each $27.95**
One Set in a Box

## TOOL CHESTS
**GILBERT**

Packed in red metal carrying case with brass handle and suitcase catches.
Attractive 4-color label on inside and outside cover.
Contains 15 useful tools.
Size 13¼"x8¼"x2".

**No. 2½** ..... **Each $4.95**
Six in a Carton

Fifteen pieces of better-grade tools for the young carpenter. 16" crosscut saw, 7" plane. Brace with 2-jaw screw chuck. Assembled in blue metal carrying case with brass handle. Size 18¼/x10⅛"x2⅛".

**No. 7** ..... **Each $9.95**
Six in a Carton

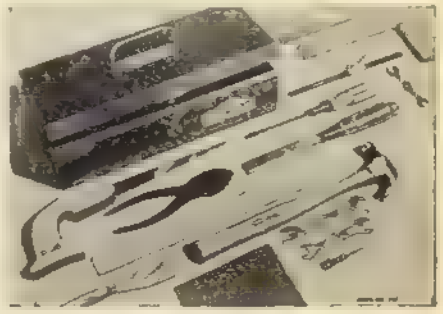
Handy set of 22 pieces of real practical tools. 16" saw, 2 assorted screwdrivers, hammer, 8" pliers, level, etc.
Red metal carrying case, brass handle, reinforced corners, suitcase catches. Attractive label on cover.
Size 20¼"x12¼"x3".

**No 11** ..... **Each $12.95**
Three in a Carton

## TOOL SETS
**SKIL-CRAFT**

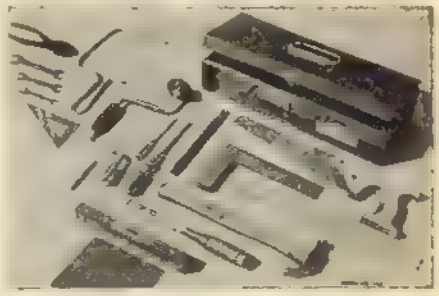
13 piece tool set. Set consists of claw hammer, metal cross cut saw, compact plier, 2 reversible steel screw drivers, all metal try square, putty knife, triangle, ruler, pencil, compass, magnifying glass and sandpaper. All in a beautiful red enameled metal tool box with polished hardwood handle. Size 12x5x2" – also includes project manual showing various items that can be made with these quality tools.

**No 240** ..... **Each $3.00**
12 Sets in a Carton



16 piece tool set. Complete with project manual and all metal tool box finished in blue hammered baked enamel, size 12x5x4". The set consists of the following fine quality tools: polished claw hammer with hardwood handle, ¾" tool steel chisel, slip-joint plier, cross cut compass saw, 2 tool steel screw drivers, 2 steel wrenches, metal try square, triangle, pencil, compass, ruler, putty knife, magnifying glass and sandpaper.

**No. 340** ..... **Each $4.00**
12 Sets in a Carton



21 piece tool set. This big set consists of large all metal green hammered finish tool box size 14x5x4", project manual showing various items that can be made with these tools, polished claw hammer with hardwood handle, 3 tool steel chisels, large spring steel cross cut saw, slip-joint plier, 2 tool steel screw drivers, metal try square, 3 metal rules, triangle, large brace, drill, 6 assorted screws, 3 coping saw blades, 8" red lead pencil, level, ruler, carpenter's pencil and sandpaper.

**No 440** ..... **Each $8.00**
6 Sets in a Carton

## RUBBER STAMP PRINTING SETS

**SUPERIOR**

**Handicraft Printer**

Contains approximately 200 pieces of type of capital letters, figures and punctuation marks. Four-line type holder, tweezers, ink pad, and paper pad are included. Box size 8¼" x 5⅞".

**No. 4009** Per dozen $6.00

One Set in a Box.

**Favorite Funnies**

Eight picture stamps of characters from Dick Tracy, Orphan Annie, Smitty and Herby, and Perry Winkle comic strips. Ink pad and paper pad with printed cover are included. Box size, 8¼" x 5⅞".

**No. 6166** ..... Per dozen $6.00

One Set in a Box.

**Playtime Printer**

Set consists of alphabet, stamps, figures, signs and punctuation points, individually wood mounted. Size ⅜ in. A ruler, printing gauge, ink pad and package of cards complete the equipment. Box size 8¼x5⅝ in

**No. 4610** ..... Per dozen $8.40

One Set in a Box

**Circus Printing Set**

This set has 12 picture stamps, crayons, ink pad and paper pad. The cover on the paper pad acts as a self-instructor in making pictures with the stamps. Box size, 9¾ x 10⅞ inches

**No. 4760** Per dozen $12 00

One Set in a Box

**Favorite Funnies**

Dick Tracy, Orphan Annie, Smitty, and Perry Winkle characters on fourteen picture stamps. Crayons, ink pad and paper pad with printed cover are included. Box size, 9¾ x 10⅞".

**No. 4085** ..... Per dozen $12 00

One Set in a Box.

**Print Craft**

This outfit has small letters, figures and symbols as well as capitals, on individually wood mounted stamps, height ⅝ in. An aid to learning and will print a variety of signs and posters. An aligning gauge, ink pad and ruler are included Box size 13x4¾ in.

**No. 4710** ..... Per dozen $16.80

One Set in a Box

**Circus Printing Set**

Authentic acts and characters represented on 17 picture stamp for making circus and parade scenes. Three-eighths inch outline alphabet set for printing titles; crayons, ink, pad, printing gauge, ruler, and paper pad are included. Box size, 14⅛" x 11⅞".

**No. 4850** .....Per dozen $24.00

One Set in a Box

**Sign Printer**

Two complete sets of alphabet stamps, one in a shadow outline letter, the other a black face ¾-inch letter are provided in this set for printing professional-looking signs. Ink pad, ruler and printing gauge are included. Box size 10⅛x16 in.

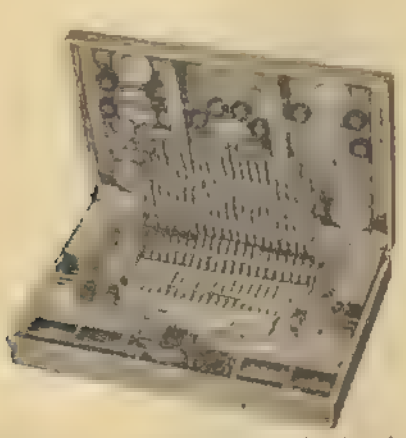
**No. 4810** .....Per dozen $28.80

One Set in a Box

# Lionel Construction Sets

The finest and most complete set ever manufactured. The packaging is a triumph of ingenuity and planning. Every part, down to the tiniest rivet, is instantly accessible. Scores of models ranging in type from simple items to complex bridges, merry-go-rounds, etc., can be built with this set. Electric motor included with box not only operates models but has built-in transformer for illuminating lamps. Binding posts are arranged for quick power lead attachment. Main drive shaft revolves at 3000 RPM and provides high speed take-off. Four other shafts provide speeds ranging between 50 and 300 RPM. Smooth running drawer packs additional parts. Illustrated manual included.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4539 | 565 | [S] $27.95 |



Complete building unit, packed in a highly attractive oak box. Clever step display for tubing members pops up when lid is raised. All parts are arranged for instant availability. Scores of models can be made as shown in the illustrated manual. Electric motor packed with set has four forward and three reverse speeds and shaft speed which range between 50 and 3000 RPM. This motor also has built-in transformer which can be used to illuminate models.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4538 | 454 | [S] $19.95 |

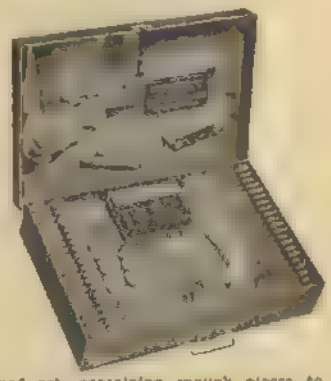
## Electric Motor

A powerful 115 Volt, 60 cycle electric motor with built in transformer, used with Lionel construction sets

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4545 | 444M | [S] $5.95 |

Finest construction set in its price range. The box and packing inserts are a marvel of design and engineering. When lid is raised, step display opens to vertical position, permitting full view of all tubing members. Other pieces ride on rivets or in slots. The Lionel electric motor included has four speeds forward and three in reverse and contains five shafts which revolve at speeds ranging between 50 and 3600 RPM. Handsome illustrated manual packed with set.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4537 | 343 | [S] $14.95 |



Sturdily boxed set, containing enough pieces to build dozens of complete models. Can be operated by powerful Lionel electric motor. Precision engineered electric motor included with set. Holes on motor gear box support line up with holes in structural members for attachment. Tray supports allow easy access to various parts. Attractive box has snap on catch and convenient carrying handle. Illustrated manual packed with set.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4536 | 282 | [S] $9.95 |

Encased in a colorful cardboard box. Includes sufficient building material for making more than 25 complete models. Only tool necessary for assembling is a screwdriver (packed with set) for set screws on pulleys. Structural members ride in individual supports on tray and packed for easy accessibility. Metal parts box has transparent cover to permit visibility of contents. Illustrated manual included.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4535 | 121 | [S] $4.95 |

# Gilbert Train Sets

## American Flyer

A marvel of tru-model design and precision construction, die cast N. Y. C. Hudson type electronic propulsion locomotive with Alnico permanent magnet motor. Pours out clouds of smoke and roars "choo-choo". Eccentric arms, valve levers and piston rods. Lucite headlight. Moulded cars have automatic couplers.

Set consists of: one HO-151 N. Y. C. (4-6-4) D. C. locomotive and tender; one HO-128 "Lehigh N. E." gondola, gray; one HO-124 "merchants dispatch" car, white and tuscan red; one HO-131 illuminated caboose with cupola, end rails and ladder; 12 sections HO-260 curved track (makes 100 inch circle) track terminal. For use on direct current only.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4580 | HO146 | [S] $43.60 |

Tru-model passenger train. Electronic Propulsion locomotive with Alnico permanent magnet motor. Built to high precision standards and correct in every detail. Molded cars, have automatic couplers.

Set consists of: one HO-151 D. C. locomotive and tender, one HO-133 illuminated baggage and mail car, 2 HO-135 passenger coaches, 12 sections HO-260 curve track. Realistic bakelite roadbed (makes 100 inch circle, 32 in. diameter). Track terminal. For use on direct current only.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4581 | HO141 | [S] $46.75 |

### Locomotive and Tender

Locomotive and tender, electronic propulsion, die-cast "Choo-Choo," real smoke, worm drive, Alnico permanent magnet motor, Lucite headlight. 14 inches long.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4582 | HO151 | [S] $27.85 |

### Baggage Cars

"N. E." baggage and mail car, two four-wheel trucks, automatic couplers, illuminated. Green. 9 inches long.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4589 | HO133 | [S] $4.75 |

### Passenger Cars

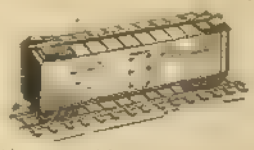
N. E." passenger coach, simulated glass windows, automatic couplers, illuminated. Green. 9 inches long.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4590 | HO135 | [S] $4.75 |

### Freight Cars

Caboose with cupola, end rails, ladder. Illuminated, 4¾ inches long.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4586 | HO131 | [S] $3.15 |



"M. D." refrigerator car with ladder and catwalk. White sides, 5¾ inches long.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4588 | HO124 | [S] $3.15 |

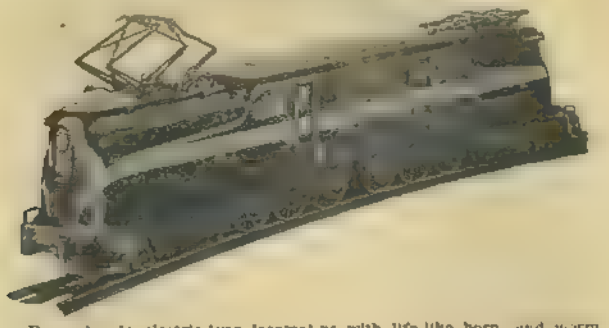
Gondola car. "Lehigh New England." Gray. 6 inches long.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4587 | HO128 | [S] $2.90 |

# Lionel Electric Trains

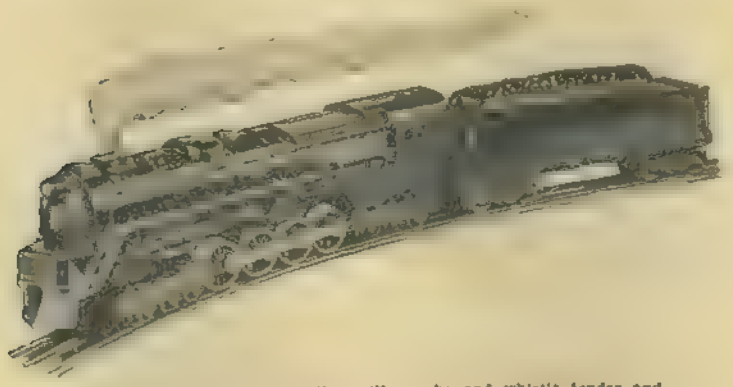
One of the finest locomotives ever manufactured by Lionel is the number 2332 new Pennsylvania Electric-type loco, a handsome, scale detailed counterpart of the Pennsylvania railroad GG-1 known to millions of Americans. Equipped with a realistic-sounding horn which can be blown by remote control, this 26-wheeled locomotive also carries real pantographs. Locomotive can obtain its electric current either from over-head power lines or through the third rail.

## "O" Gauge Locomotives



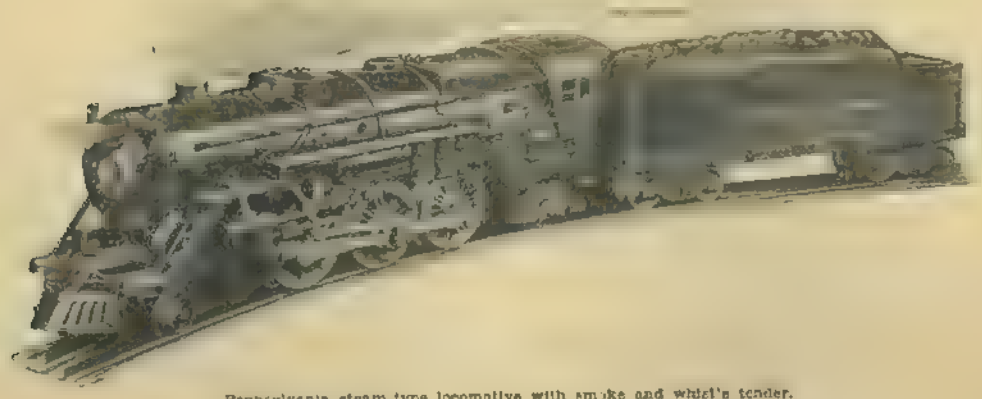
Pennsylvania electric-type locomotive with life-like horn and worm drive

| Stock No. | Mfr's No | Fact. List EACH |
|---|---|---|
| 4H 4925 | 2332 | [S]$37.50 |



Steam turbine-type locomotive with smoke and whistle tender and worm drive.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4922 | 671LTS | [S]$37.50 |

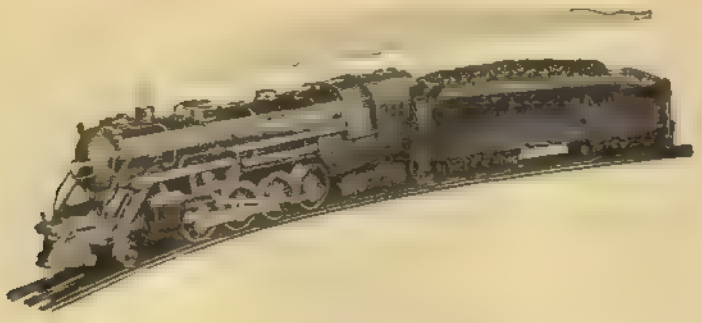


Pennsylvania steam type locomotive with smoke and whistle tender.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4920 | 675LTS | [S]$88.00 |

# Lionel Electric Trains

## "OO" Gauge Locomotives



Steam-type locomotive with smoke and whistle tender.

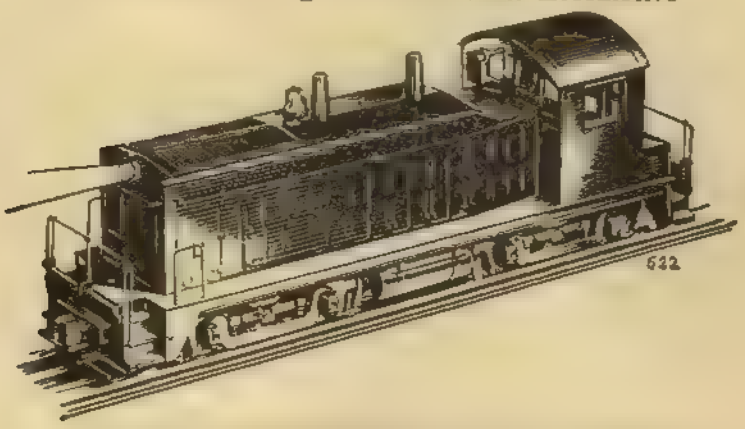
| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4925 | 726LTS | [S] $42.50 |

## "O" Diesel Locomotive

Replica of famous Santa Fe Diesel locomotive in full color, silver and red. Equipped with horn and worm drive

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4926 | 2338 | [S] $42.50 |

## "O" & "027" Gauge Diesel Switcher Locomotive




New General Motors Diesel switcher. Powerful worm drive motors permit operation at slow speeds without stalling or hesitation. Has knuckle couplers at each end. Two bright headlamps. For "O" or "027" gauge

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4928 | 622 | [S] $29.50 |

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LOS ANGELES 54

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MODEL RAILROAD EQUIPMENT
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Effective January 1st "O.K." miniature engines will retail at the following low, low prices

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with glow plug, less tank

SPARK IGNITION MODELS
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"O.K." $CO_2$
same low price as ever $4.95

You obtain more repeat sales . . . make greater profits . . . by handling "O.K."—the only complete miniature engine line on the market. Every "O.K." is precision engineered, more durable, easier starting. It's these features that have established "O.K." leadership. And it's these same features that "sell" hobbyists . . . convert them into steady customers for other "O.K." engines, parts and accessories.

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Canadian Herkimer "O.K." Engine Co., 371 Vermont Bldg., Toronto. Export 120 Wall St., New York 5. All cables Concordia, N. Y.

YOU'RE IN SOLID!

with StromBecKer Kits you're okay with the lads who want to keep up with their brothers and dads

**Ro-ro-rollin' along!**

Brother, you're not backing into a siding when you stock the new StromBecKer R R. Kits! You're on the main line!

• • •

Realism! That's the ticket! Each solid model kit is a *natural* for HO layout or shelf display.

• • •

Wonderful decorative rolling stock! Freight cars snap together by adding scale couplers and metal trucks, you can operate 'em like regular HO equipment!

• • •

Streamlined Rock Island Rocket can be converted into an electric-power scale model to run on any HO-gauge RR layout...simply by adding available commercial material

... Mikado Locomotive and Tender has nine cars, including the tank car shown below.

• • •

All parts are ready-shaped, precision machined of western pine wood for quick assembly. Freight cars with full-color sides and end panels. Neat!

HERCULES POWDER TANK CAR

Maybe you think the fans don't go for this kind of stuff! And, of course, the *beginners* welcome it, because it's economical. Later, they "graduate" into the higher brackets (which means *your* higher price range).

• • •

Why not get into the RR biz?

StromBecKer
FIRST IN SOLID MODELS

STROMBECK-BECKER MFG. CO., MOLINE, ILL.
200 Fifth Avenue, New York City

## CHAMPION MODELER

(*Continued from page 328*)

Neighborhoods have fought the building of a race course, on the grounds that it would be a noise nuisance.

"Forms were waiting for the pouring of concrete at Jantzen Beach Park, local pleasure resort, just before the flood hit on Decoration Day. That track is now completed, and is considered by contestants one of the best in the Northwest. On hundred cars in the city were held in readiness for the opening of the course

"Motors for model cars, boats, and planes are interchangeable, by means of an adapter, in the form of a fly-wheel for boats and cars, and a prop on which to put a propeller for planes. Because of this adaptability of the motors, a hobbyist can operate more than one type of model without extra expense for power."

The shop carries materials for the construction of model boats, a hobby that occupies some of Mr Hudspeth's time. He has been deep in problems of a boat to be operated by remote control. The boat itself, a very ship-shape model, with birch bulk-heads, and hull and deck covered with mahogany plywood, is completed, but installation of control equipment has yet to be made. At that skill, he admits ruefully, he is still an amateur.

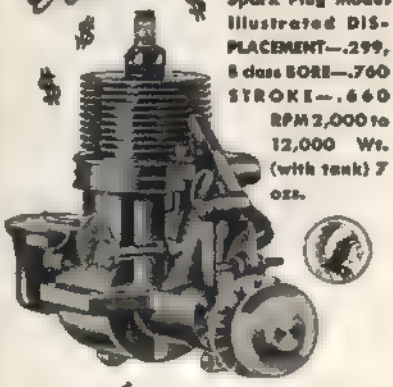
"Construction of such a boat as I am working on," he added, "is a simple matter in comparison with the making of a radio-controlled plane, in which weight must be held down drastically. One of our customers built such a plane in which the control unit weighed but a few ounces. That takes skill.

"It also requires concentration, and there I am handicapped; I stop to serve a customer, and must begin all over again. So I am setting aside the boat until our new house is finished. It will have a very complete workshop in the basement, where we can work on our models."

Jack already has logged 13 hours actual dual flying on his father's Stinson Voyager. He must wait until he is 17 to solo. In the meantime, he is studying aviation at Benson Polytechnic high school, where he is a freshman.

He insists that the family must fly to future contests. Inclement weather prevented their flying to Detroit, but they did fly to the Richland meet. Mrs. Hudspeth admits that she prefers to do her flying with models; real flights make her nervous. But she is determined to overcome the feeling. "Otherwise," she said, "I'd be left at home. And I wouldn't like that."

NEW $ $ DOUBLE VALUE



Spark Plug Model Illustrated DISPLACEMENT—.299, 8 dam BORE—.760 STROKE—.660 RPM 2,000 to 12,000 Wt. (with tank) 7 ozs.

*in the* MOHAWK *Chief*

world's highest quality engine in the low-priced field.

★ A CHOICE OF EITHER

SPARK PLUG model with gas tank, timer & plug to retail at . . . $8.95

GLOW PLUG model with tank, less plug to retail at . . . $7.50

**SPECIAL** for Spark Plug Operation

*Spitfire Coils*—super sparks for better engine performance. Complete with lead—only $1.50.

HERE'S a value leader in the low-price field that's bound to spark a lot of new interest and sales: The famous MOHAWK CHIEF, available either in SPARK PLUG or GLOW PLUG models, at prices that make it *the world's best value in a quality low-priced engine.* Offering in one package: More engineering and design features! More precision machining! More accurately mated parts! More hardened and/or ground and lapped parts! More of everything, in fact, that counts for finer performance, longer service and greater customer satisfaction.

**Every Engine BLOCK TESTED AND GUARANTEED**

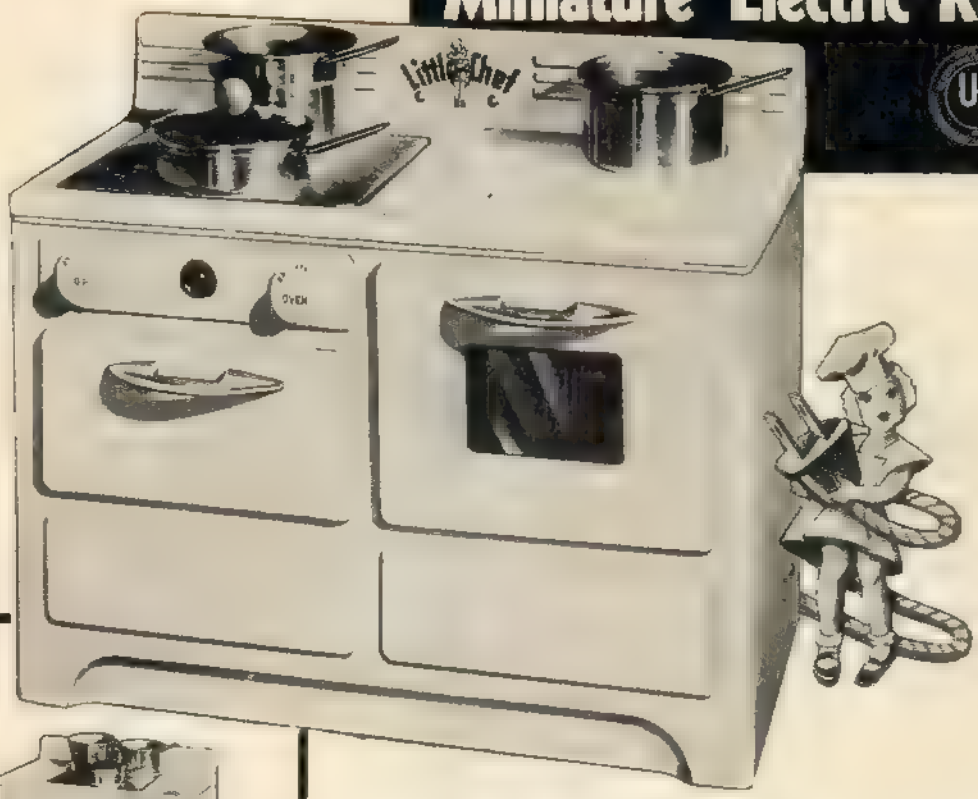
EVERY MOHAWK CHIEF is [illegible] and tested. Every engine is guaranteed for 90 days against defects in workmanship and materials. [illegible] to see that it delivers the power and performance [illegible] MOHAWK CHIEF [illegible] and easily interchanged with the parts of the engine. This gives you [illegible] to order [illegible] future engine and parts purchases.

**Ask Your Jobber Today**

Place an order with your jobber today and be the first to own the [illegible] MOHAWK CHIEF. [illegible] or write for complete details.

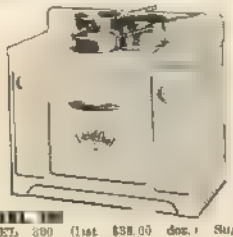
MOHAWK ENGINEERING CO.
272 Michigan Street
MOHAWK, NEW YORK

# Little Chef
# Miniature Electric Ranges



**MODEL 1000**
MODEL 1000 (list $1.80 doz.) Suggested Retail $ per size 7½"x5". Individual switches operate the cooking plate and baking oven. Red jewel safety lights indicate when top and oven elements are turned on. Heavy gauge glass front oven door retains heat. Extra warming oven. Heavy gauge steel. Baked appliance enamel. Underwriters listed. Individually cartoned. Packed 6 in case.

**MODEL 500**
MODEL 500 (list $60.00 doz.) Suggested Retail $ Size 13x8½x7. Separate elements for cooking plate and for baking oven heat when cord is plugged in. Red 'safety light' glows when plugged in. Interlined glass front oven door retains heat. Extra warming oven. Toggle action doors. Heavy gauge steel. Baked appliance enamel. Underwriters' listed. Individually cartoned. Packed 6 in case.



**MODEL 300**
MODEL 300 (list $38.00 doz.) Suggested Retail $2.95. This model designed for the boy but. Same specifications as Model 500 (above) but as to exterior. Individually cartoned. Packed 6 in case.

## LEAD THE NATION IN SALES BECAUSE THEY APPEAL TO CHILDREN AND PARENTS

Little Chef is the favorite small range with children everywhere because here is a range "just like mother's" . . . it really cooks and bakes.

Little Chef is popular with parents throughout America because they recognize the educational value of these smart, practical toys and realize that they are safe to use and reasonably priced.

All electric models show red safety lights when current is on; electric elements are completely enclosed, electric models are Underwriters' listed; a 4-piece set of aluminum utensils is included with each range; each electric model includes a factory-guarantee certificate; four shipping points for quick delivery; Chicago, Philadelphia, New Orleans, Tacoma.

### FEATURES OF THE "600" (Illustrated above)

**MODEL 600 (list, $96.00 doz.) Suggested Retail . $7.95. Size, 13x10½x7:** Separate elements for cooking plate and for baking oven heat when cord is plugged in. Plastic non-operative switch knobs. 'Safety light' glows when plugged in. Inter-lined glass front oven door retains heat. Extra warming oven. Toggle action doors. Heavy gauge steel. Baked appliance enamel. Underwriters' listed. Individually cartoned; Packed 6 in case.

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ACTUAL SIZE

## JACK-in-the-CAMERA Sr.

**No. 121 RETAILS 39¢**

A candid camera that guarantees a laugh with every "picture". So realistic, it fools practically everyone. Authentic in design, with view finder, shutter, shoulder strap. When you click the camera, a funny clown pops out of lens opening.

Individually packed in illustrated 3 color box. 1 dozen to self-merchandiser.

**RETAILS 10¢**

ACTUAL SIZE

## JACK-in-the-CAMERA Jr.

**No. 120 RETAILS 10¢**

This astonishing camera holds the biggest dime's worth of fun for kiddies and grownups. Made of sturdy plastic, with real fine camera detail ranging from carrying handle to rich pebble finish. When you snap your picture, out pops a clown with a sassy tongue.

# SURPRISE SELLERS

## PARADE DRUM

**T-119 Retails 10¢**

Toy and Party Favor that's different. You can play this cute, colorful drum. Drumhead can be removed for filling with candy and nuts, small favors. Colors: Red, Royal Blue, each with yellow corded design, parchment color ends! 2" diam. 2⅛" high. 3 doz. to box (24 red, 12 blue).

TO EMPTY
Turn base and remove

WILL NOT SPILL SHAVINGS

## GLOBE TROTTER PENCIL SHARPENER

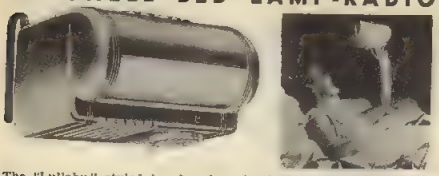
**No. 501**—Handsome, educational and decorative desk accessory. Realistic Globe showing continents and oceans in relief, each identified by name. Descriptive card with each sharpener. Attractive two-tone colors. 1⅝" diam. 2" high. 3 doz. per box.

**COMMONWEALTH *Plastics* CORP. LEOMINSTER, MASS.**

SHOWROOM: 200 FIFTH AVE. • NEW YORK 10 • Room 548

# RADIOS FOR EVERY ROOM

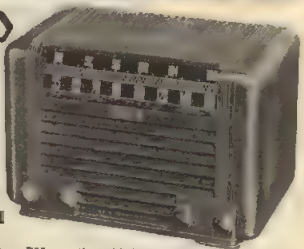
## MITCHELL BED LAMP-RADIO



The "Lullaby," styled in gleaming plastic, combines a pure-tone high quality radio receiver with a scientifically designed, no-glare bed reading-light. Fits any bed . . . easy to tune. The radio features an advance superheterodyne circuit, 5-tubes including rectifier, plus a built-in "Air-Magnet" that eliminates need for an aerial or ground wires. A powerful permanent magnet dynamic speaker assures clear bell-like tones. Complete broadcast band coverage, 540 to 1620 KC. Operates on AC or DC, 110-120 volts, 40-60 cycles. Lamp and radio operate separately or together. Size 9½ in. long, 5¼ in. wide, 7 in. deep. Ivory or Walnut finish. LIST 29.95

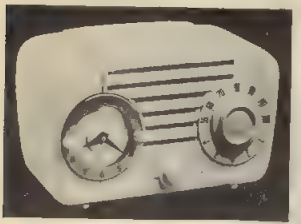
**No. 4R-1250:** Walnut Finish
**No. 4R-1251:** Ivory Finish.
Dealer's, each **20.97.**
Lots of 4, each, **19.97.** Less 2%, net..... **19.57**

## DeWALD FM-AM 8-TUBE TABLE RADIO



- **BUILT-IN FM-AM ANTENNAE**

**Combines true console-tone *FM* reception with high fidelity *AM* performance. Plays in hard-to-get areas. Large loop antenna for AM; built-in line antenna for FM. Easy-to-read slide rule illuminated dial covers standard broadcast band 1700-530 KC and FM band 108-80-88 MC. Seven tubes plus rectifier. Large clear tone P.M. speaker. Variable tone control from treble to base. Simplified switching. Attractive plastic cabinet is 11½ inches long, 7½ inches high, 7 inches deep. Operates on AC/DC.**
***No. 4R-C800.* LIST 49.95**
**Dealer's, each, *34.35***
**Lots of 6, each, *33.45.***
**Less 2%, Net** **32.78**



## Jewel WAKEMASTER RADIO ALARM WITH TELECHRON TIMER CLOCK

A dependable to-the-second telechron clock combined with a handsome, beautifully toned radio makes Wakemaster an outstanding value. Powerful 5 tube (including rectifier) super-heterodyne chassis has two I.F transformers. Alnico V PM speaker. Automatic Volume control and self contained loop antenna. Striking streamline Walnut color Plastic cabinet measures 10⅜ in. long, 6¼ in. high, 6½ in. deep. 105-125 volts AC. LIST 34.95

**No. 4R-920AW** Dealer's, each, **21.73.**
Less 2%, Net ..... **21.30**

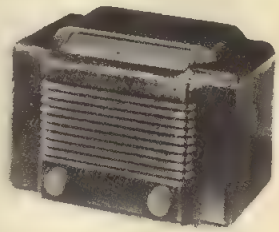
**WAKE UP TO MUSIC**

Set time and pre-select station. **Radio automatically and gently awakens you.** Loud shocking alarms eliminated.

ALSO TURNS OFF RADIO AT A PRE-SET TIME.

**No. 4R-920A IV.** Same as above but with beautiful Ivory plastic cabinet. LIST 33.95
Dealer's each, **22.75.**
Less 2% Net ..... **22.29**

## IMPERIAL 5-TUBE AC-DC TABLE RADIO



Imperial plastic table radio, featuring 5 RCA licensed tubes including rectifier tube — 2 dual purpose tubes — large 5 in. P. M. dynamic speaker with Alnico 5 permanent magnet for improved tone quality. Illuminated rectangular slide rule dial. Built-in loop antenna. Operates on 105-125 volts, 50-60 cycles AC-DC. Continental type plastic cabinet, 10 x 6⅝ x 6 in.

**No. 4R-5015W.** Walnut finish. Dealer's, each, **12.28.**
3, each, **11.70.** Less 2%, Net..... **11.47**

**No. 4R-5015I.** Ivory finish. Dealer's each, **13.55.**
3 each **12.90.** Less 2% Net. ..... **12.64**

## THE MITCHELL Lumitone TABLE LAMP-RADIO

## LAMP RADIO

Playroom, living room, bedroom or office. This truly beautiful, unique lamp-radio will make a welcome addition. Powerful 5 tube (including rectifier) chassis. Air magnet eliminates need of aerial. **Permanent magnet speaker at top part of lamp base assures clear bell like tone.** Lamp handsomely styled in exquisite cream colored plastic. Shade of Celanese taffeta with shimmering gold piping. Complete with 50-100-150 watt, 3-way switch, plastic indirect lighting reflector bowl. Overall height 21⅜", base 6¼ x 6," base diameter 5½". shade diameter 18". 110-120 v 60 cycle AC-DC. LIST 39.50.

**No. 4R-1260.** Dealer's, ea., **27.85.**
Lots of 4, ea., **26.85.** Less 2%, Net. **25.80**

## IMPERIAL 5-TUBE AC-DC TABLE RADIO

**AUTOMATIC VOLUME CONTROL**

A deluxe yet popularly priced receiver to satisfy those who want fine tone, wide range and extreme selectivity. Latest advance type super-heterodyne 6 tube circuit, **use 2 dual purpose tubes giving 7 tube performance.** Large Alnico V PM dynamic speaker—built in loop antenna. Illuminated slide rule dial with calibrated wave band—automatic volume control. Tuning Range 540KC to 1630KC. Smartly styled plastic cabinet has modern design grill. Measures 10" x 6¼" x 6¼". 105-125 volts 60 cycle AC-DC.

**No. 4R-5086W.** Walnut finish. Dealer's, each, **15.45.**
Lots of 3, each **14.70.**
Less 2%, Net ..... **14.51**

**No. 4R-5086I.** Ivory finish. Dealer's, each, **18.10.**
Lots of 3, each, **17.25.** Less 2% Net.. ..... **16.90**

**ALL RADIOS MAY BE ASSORTED FOR QUANTITY PRICES**

## LUND HICKORY SKIS

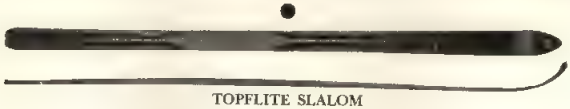
Freight, First Class

**Made By Skilled Craftsmen—Experts at the Trade**
**Rigidly Inspected for Slightest Defect, Shape, Balance and Grain**

We cannot, however, (because of conditions beyond our control after shipment leaves warehouse) guarantee them against breaking, warping or splitting—NO REPLACEMENTS WILL BE MADE.

**HOW TO ORDER SKIS**

Order nearest length to height of from floor to cup of hand when arm is raised.



### TOPFLITE SLALOM

**Unexcelled for Slalom Racing—Speedy and Steady**

Per Pair

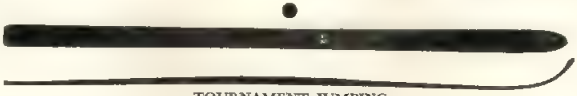
**No. P3334A—Skis;** not mortised; lengths 6, 6¼, 6½, 6¾ and 7 feet (specify,; straight-grained, second growth white hickory thoroughly seasoned; rounded top edges; ridge top; re-inforced heel, soft lustrous brown, waterproof finish; natural finish bottom—basewaxed, weight 9 lbs. .. ... . ..... .... . . . . .. ..... .. ..... . .. ..... . ..... .. . $27.00

### TOPFLITE SLALOM—METAL EDGED

**Metal Edges Provide Better Control—Easier Turning—Protect Edges**

Per Pair

**No. P3334AM—Ski;** not mortised, lengths 6, 6¼, 6½, 6¾, 7 feet (specify); straight grained, second-growth white hickory, rounded top edges, ridge top, re-inforced heel; Leitner type spring steel edge, soft lustrous brown waterproof finish; basewaxed natural finish bottom; weight 8 lbs. ..... $33.00

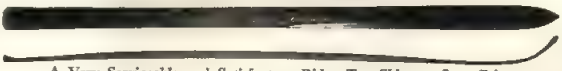


### TOURNAMENT JUMPING

**Speedy, Expertly Matched and Designed for Long Distance Jumping**

Three grooves in running surface for steadiness at great speed. Selected, extra heavy, second growth upland hickory. Reinforced riveted heel. Durable waterproof walnut finish natural bottom. Not mortised.

| JUNIOR SIZE | | SENIOR SIZE | |
|---|---|---|---|
| Skis, No. | P3334BJ | Skis, No. | P3334B |
| Length, Feet (Specify | 6½, 7 | Length, Feet (Specify) | 7½, 7¾, 8 |
| Weight, Pair, Lbs. | 12 | Weight, Pair, Lbs. | 14 |
| Per Pair | $24.00 | Per Pair | $36.00 |

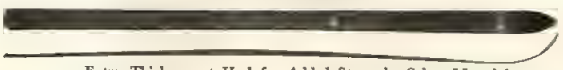


### LUND MAPLE SKIS

**A Very Serviceable and Satisfactory Ridge Top Ski at a Low Price**

Per Pair

**No. P3334K4—Skis;** not mortised; lengths 6, 6¼, 6½, 6¾ and 7 feet (specify), made of clear, hard maple, rounded tip, rounded, re-inforced heel; walnut finish; weight 7 lbs. ..... $15.60



### LUND PINE SKIS

**Extra Thickness at Heel for Added Strength—Select Materials**

Short tip. Attractive walnut brown finish with natural trim. Mortised—with leather toe straps and buckles.

| Skis, Nos. | P3334H4 | P3334H5 | P3334H5½ | P3334H6 |
|---|---|---|---|---|
| Length, Feet | 4 | 5 | 5½ | 6 |
| Weight, Lbs. | 3 | 4 | 5 | 6 |
| Per Pair | $4.20 | 6.00 | 6.60 | 7.20 |

Freight, First Class

## LUND SKI BINDINGS

Lund ski bindings have the latest and most desirable improvements. Low, sturdy and efficient front throws, swivel connections at heel spring for adjustment at cable length. Low hitches for diagonal tension; short light heel plates

### LUND SUPER-K

Per Pair

**No. P3335-17—Ski Bindings;** strong, practical and simple Trailmaster for iron assembly that provides adequate adjustments; ladder type forward front throw; sole clips and toe straps; weight pair 5 lbs. ..... $7.80

## LUND SKI BINDINGS

### LUND MICROMATIC—CABLE

Micromatic Toe Iron Assembly Permits Extra Fine Adjustments After the Binding is Fully Mounted
Low, Sturdy and Efficient Front Throw
Swivel Connection Cable Length Adjustment at Heel Spring
Low Hitches for Diagonal Tension
Short, Light Heel Plate—Sole Clips and Toe Strap

Per Pair

**No. P3335MB—Ski Bindings;** weight pair, 5 lbs. ..... $8.90

### LUND TRAILMASTER—CABLE

Strong, Simple Toe Iron Assembly Provides Adequate Adjustments
Low, Sturdy and Efficient Reverse Front Throw
Swivel Connection Cable Length Adjustment at Heel Spring
Low Hitches for Diagonal Tension

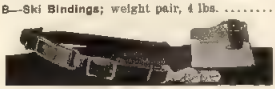
| Ski Bindings, No. | P3335TB |
|---|---|
| Sole Clips | Without |
| Toe Straps | With |
| Weight, Pair, Lbs. | 6 |
| Per Pair | $6.00 |

### LUND CHILDREN'S—CABLE

Simple Toe Iron Assembly Adjustable to Small Boots
Complete with Cable and Heel Spring
Reverse Front Throw—Low Hitches—Heel Plate

Per Pair

**No. P3335CB—Ski Bindings;** weight pair, 4 lbs. ..... $5.10

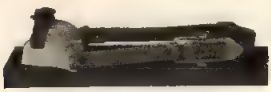


### LUND TRAILMASTER

A Sturdy, Serviceable Binding for Men and Ladies
Provides Adequate Adjustment for Size of Boot
Regular Heel Clamp—Toe Strap—Heel Plate

Per Pair

**No. P3335K—Ski Bindings;** weight pair, 3½ lbs. ..... $4.20



### LUND CHILDREN'S

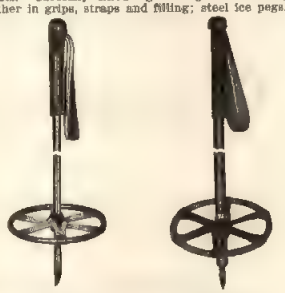
A Simple, Safe Binding for the Youngsters
Adjustable Toe Irons and Side Straps—Clamp at Heel

Per Pair

**No. P3335K6—Ski Bindings;** weight pair, 2 lbs. ..... $3.00

## LUND SKI POLES

Ski poles of especially fine quality, well proportioned, extra strong shafts. Carefully filled light weight metal rings. First quality leather in grips, straps and filling; steel ice pegs.



No. P3335-30 No. P3335-33

### ROYAL—STEEL SHAFT

Fluted Tapered Steel Shaft in Chrome Finish. Steel Ice Peg.
Light Weight Metal Ring Filled with Fine Grade Leather.
Shaped Leather Hand Grip and Leather Hand Strap.

Each

**No. P3335-30 Ski Poles;** lengths 4 and 4¼ ft. (specify); weight pair 2⅛ lbs. ..... $10.20

### LUND ELITE—ALUMINUM SHAFT

Polished Aluminum Shaft and Curved Ice Peg.
Sleeve Type Leather Grip
Carefully Fitted Metal Ring.

Per Pair

**No. P3335-33—Ski Poles;** length 4 and 4¼ ft. (specify); weight pair 2¼ lbs. ..... $6.60

No. P3335-34 No. P3335-35

### LUND SUPERIOR—TONKIN CANE SHAFT

Duraloid Covered, Tonkin Cane Shaft—Steel Ice Peg
Carefully-Filled, Lightweight Metal Ring
First Quality Leather—Leather Wrist Strap

Per Pair

**No. P3335-34—Ski Poles;** length 4 and 4¼ feet (specify), weight pair, 2¼ lbs. ..... $3.60

### LUND JUVENILE—HICKORY SHAFT

Lacquered Hickory Handle—Steel Ice Peg
Carefully-Filled, Lightweight Metal Ring
First Quality Leather—Leather Wrist Strap

Per Pair

**No. P3335-35—Ski Poles;** length 3 and 3¼ feet (specify); weight pair, 2⅛ lbs. ..... $2.40

Freight, Second Class

# LUND HOCKEY STICKS

## PROFESSIONAL GOAL

**Popular with Leading Professional Goal Tenders of the Country**

A two-piece stick of laminated construction—built up to conform with official dimensions. The built-on piece is fitted perfectly, glued with a high grade waterproof adhesive and re-inforced with extra long headless steel pins. Colorful tape and lettering. Blades shellacked.

| | Each |
|---|---|
| **No. P3332A1—Hockey Sticks;** weight dozen 30 lbs. | $6 68 |

## JUNIOR GOAL

**Used By Younger Players**

Especially designed for the younger players; laminated construction, with pinned blade; colorful tape and lettering; 46 in. shaft.

| | Each |
|---|---|
| **No. P3332A2—Hockey Sticks;** weight dozen 20 lbs. | $4 00 |

## PROFESSIONAL

**Light and Stiff**

**Meets Requirements of the Country's Outstanding Professional Players**

A hockey stick of excellent quality—laminated of the finest materials Blades are well pinned and shellacked Colorful lettering and tapes on shaft.

| | Each |
|---|---|
| **No. P3332B—Hockey Sticks;** left; 53-inch shaft; lies 1 to 10 (specify when ordering), weight dozen 18 lbs. | $5.00 |
| **No. P3332C—Hockey Sticks;** right; 53-inch shaft; lies 1 to 10 (specify when ordering); weight dozen 18 lbs. | 5.00 |

## COLLEGIATE

**Serviceable—Nicely Patterned**

**Favorite Among High School Players**

An extremely popular seller and without a doubt a leading hockey stick value. Has the regulation handle, blades are taped and shellacked and is attractively labeled.

| | Each |
|---|---|
| **No. P3332L —Hockey Sticks;** left; weight dozen 16 lbs. | $3.00 |
| **No. P3332L2—Hockey Sticks;** right; weight dozen 16 lbs. | 3.00 |

## CHALLENGER

**For the Younger Boy**

**Correctly Proportioned**

A well made, hardwood hockey stick of laminated construction Will stand all kinds of hard knocks and abuse. Has a shellacked blade and attractive stamp and label.

| | Each |
|---|---|
| **No. P3332M—Hockey Sticks;** neutral; 48-inch shaft; weight dozen 16 lbs. | $1 68 |

## YOUTHS

**A Fine Sturdy Stick For The Youngsters**

Made from selected hardwood, natural finish; nicely labeled; lengths, 38 to 40 inches.

| | Each |
|---|---|
| **No. P3332P—Hockey Sticks;** weight dozen 11 lbs. | $1.20 |

All Above, Open Stock

# HOCKEY PUCKS

### OFFICIAL

A hockey puck of the correct official weight with perfect measurement and designed to endure the severest tests of the game.

| | Each |
|---|---|
| **No. P3332T1—Hockey Pucks;** weight dozen 5½ lbs. | $0.42 |

One in Box

### PRACTICE

Made from hard black rubber in the regulation size—a good practice puck.

| | Each |
|---|---|
| **No. P3332T2—Hockey Pucks;** weight dozen 5 lbs. | $0.30 |

Open Stock

NEW ITEMS FOR 1949

# LUPOR *leads again* *with* MECHANICAL TOYS

#650 ROAD-MASTER

PLASTIC WINDSHIELD, TRUE TO LIFE, WITH TWO FIGURES

#410 SPEED THRILLER
FULL LINE OF
SPRING WINDING TOPS
From 10c to 25c Retail

- ATTRACTIVELY PRICED
- BRIGHTLY LITHOGRAPHED WITH THAT TOUCH OF REALISM THAT ONLY METAL TOYS CAN GIVE YOU
- MOST OF OUR ITEMS WITH ENCLOSED MECHANISMS

#260 HOT ROD
FEATURING PLASTIC WINDSHIELD, MAN IN COCKPIT AND RUBBER WHEELS.

SEE YOU AT THE TOY FAIR
**ROOM 905**
HOTEL McALPIN

*SEND FOR OUR NEW CATALOG AND PRICE LIST*

**LUPOR METAL PRODUCTS**
242 EAST 137th ST. NEW YORK 51, N. Y.

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*Permanent Display of America's Leading Toy Lines*

**MATTEL CREATIONS**
PLASTIC PIANO—UKE-A-DOODLE AND SPECIALTIES

**JUDY COMPANY**
JUDY INLAYS—FARMS—ALPHABETS

*FEATURING*

**KUSAN INC.**
KOO-ZOO BLOCKS—RATTLES—TRAINS AND NOVELTIES

**HOLLYWOOD TOY STUDIOS**
ROCKING AND SWINGING HORSES

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IT WILL PAY YOU TO PAY US A VISIT

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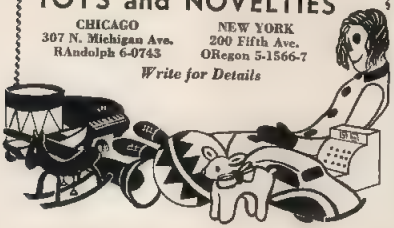

AT
**Imagination**
*Time*

**CHILDREN PLAY BEST with "AUTHENTICAST" TOY FIGURES**

At make believe time Authenticast's realistically hand-painted, full, toy figures make the child's dream seem true. Precision cast, action and still poses . . . selling items, that sell!

EACH SET HANDSOMELY BOXED

| | |
|---|---|
| #723 (10 Railroad Passengers) Retail | $1.69 |
| #823 (10 Working Men) Retail | 1.89 |
| 55's (toy soldiers) Retail | 2.00 |
| 40's (toy soldiers) Retail | 1.00 |

COMET METAL PRODUCTS CO., INC.
Richmond Hill 18, L. I., N. Y.

NO. 260 HOT ROD

## IT'S HOT—
## *AND IT'S STAPLE*

YOU'LL NEED TO SEE OUR COMPLETE LINE OF LITHOGRAPHED METAL TOYS—PARTICULARLY OUR TOPS AND CARS

*SEND FOR OUR NEW CATALOG AND PRICE LIST*

**LUPOR METAL PRODUCTS**
242 EAST 137th ST. NEW YORK 51, N. Y.

*NEW — NEW — NEW*

FIT-ALL track connector

A universal connector which is readily attached to either 2 rail or "O" and "027" gauge 3 rail track.

EXTRA VALUE

#430 STREET LIGHT

*Retail* 79c

now complete with FIT-ALL Connector at no extra cost.

*Retail* $2.39

#400 MARKER SET

*Consists of*

5—Die Cast Markers. Beautifully enameled in white with black letters.

2—Street Lights.

2—FIT-ALL Connectors

Attractively packaged in colorful display box in cartons of 12.

WRITE FOR SAMPLES AND PRICES

**H. & H. SALES & MFG. CO.**

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**TOYS that Sell**

WOODBURNING SETS ● TOOL SETS ● SAND PAINTING SETS ● TOY WORK BENCH ● TOY LAWN MOWER ● DOLL HIGH-CHAIR ● TOY IRONING BOARD ● TOY PIRATE CHEST

**AMERICAN TOY & FURNITURE CO., Inc.**

6130 N. CLARK ST., CHICAGO 26, ILL.

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*Baby Dolls* *Luvable Dolls*

EEGEE DOLL

FEATURING *DRESSED* BABY DOLLS WITH *RUBBER* ARMS & LEGS

PLASTIC TOYS AND NOVELTIES

**GOLDBERGER DOLL CORP.**

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THE

# MARCIE DOLL

IS THE

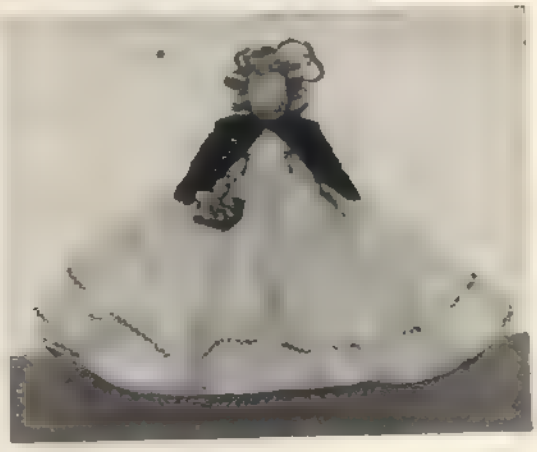
GREATEST DOLL VALUE

IN THE UNITED STATES*

**Say the country's smartest Toy Buyers*

AND NOW COMES

**MARCIE'S "DEBUTANTE"**



EXQUISITELY GOWNED IN PASTEL SHADES OF TAFFETA • SHE WEARS A FUR-LIKE CAPE SIMULATING MINK OR ERMINE AND CARRIES A GOLD-PLATED EVENING BAG . . . IN HER HAIR A BOW OF GOLD SEQUINS

*Write for Full Information*

*Name Plates Counter Cards Advertising Mats furnished FREE*

**A & H DOLL MANUFACTURING COMPANY**

48-14 43rd AVENUE

LONG ISLAND CITY 4, N. Y.

$2.00 boys' stocking.

### THOMAS "ACME" TOYS & CHRISTMAS STOCKINGS

During a recent interview with a PLAYTHINGS' representative, Islyn Thomas, president of Thomas Manufacturing Corp., 80 Clinton Street, Newark 5, N. J., stated, "In order to improve our service and at the same time effect a substantial saving for our customers, we have made a friendly arrangement with B. H. Shapiro & Company (formerly Acme Plastic Toys), which will now enable us to fill orders direct. This plan, which is now in operation was effective as of June 18th." Thomas Manufacturing Corp. have been making the "Acme" line of toys for the past five years and have built up an enviable reputation in the chain store trade throughout the country. This well known firm, which also manufactures Christmas stockings, have recently added to their line a $2.00 stocking for boys and a $2.00 stocking for girls. These two items are being turned out in addition to the $1.00 retail series that met with such ready acceptance last year. Thus the buyer now has four stockings to choose from; two small and two large. Each stocking is filled with an assortment of 15 Thomas plastic action toys including several new Thomas creations that provide plenty of play value.

Islyn Thomas, President

$2.00 girls' stocking.

Modeled in the telescope cone style.

### LESLIE-HENRY'S TEXAS STAR RANGER COWBOY HATS

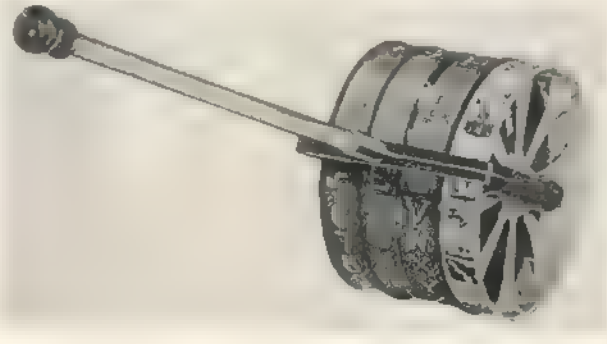
The accompanying illustration shows the popular Texas Star Ranger Cowboy Hat currently being featured in the extensive line of cowboy merchandise manufactured by Leslie-Henry Co., Inc., 1107 Broadway, New York. Made of 100% all virgin wool it is modeled in the popular telescope cone style and comes with a lace edge and adjustable chin strap in assorted colors. Available in small, medium and large sizes, the suggested retail price is $1.98.

M. C. Sussman, sales manager for Leslie-Henry, reports that the recent announcement that they had been appointed exclusive manufacturers of Roy Rogers pistols and spurs has aroused widespread toy buying throughout the country. Mr. Sussman states that the Roy Rogers "49"-er is proving one of the most successful cowboy items they have ever brought out. A deluxe break-barrel, 50-shot, roll-cap repeating action cap pistol, an outstanding feature is the fact that it is gold-plated. Other noteworthy points of interest in this Leslie-Henry leader is the beautifully engraved large full-size horsehead design and the ivory acetate grip handles. Like other Leslie-Henry pistols, the Roy Rogers "49"-er is made of unbreakable die-cast metal

In a recent interview Mr. Sussman stated that 1949 is proving to be the biggest year in the history of Leslie-Henry. He observed that never before had sales of cowboy merchandise been so large and stated that in his opinion they were destined to rise even higher, reaching a peak during the coming fall and Christmas season.

### WHEE-LEARN'S NEW EDUCATIONAL TOY

The accompanying illustration shows something new in the field of educational toys recently introduced by Whee-Learn Associates, 141 W. Jackson Blvd., Chicago 4. "Whee-Learn" offers the kids exercise as well as stimulating association-thinking via A-B-C's, pictures, numbers and colors. Taking advantage of the push-pull wheel idea, plus individually colored inner wheels, each toy carries a series of pictures, or numbers. By turning each different wheel, simple 3 and 4 letter words can be spelled out and also show a picture illustrating the word produced. The wheels are 8½" in diameter and 1⅜" wide. The handle is 20" long with a soft rubber knob. The wheels and yolk are made of sturdy, break-resistant plastic and the Hardwood handle is painted in non-poisonous, colored lacquer. Each toy is packed in an individual 3-color corrugated display carton, 3 to a case.



A-B-C's, pictures, numbers and colors make this push-pull wheel idea an educational toy.

THE BIG NEWS IN OUTBOARD MOTORS

Sportsmen who know acclaim:

NEW Martin MOTORS LINE FOR '49

"Best Outboards Ever Built!"

Sportsmen will expect much—and get more—in the new MARTIN OUTBOARD MOTOR line for '49! The three new, greater MARTIN OUTBOARD MOTORS have everything! Check these features and see for yourself why MARTIN MOTORS now, even more than ever before, are the *New Standard of Performance:*

Mechanically-controlled intake poppet valves ✓ Power head swivel 360° ✓ Streamlined, leak-proof filler cap ✓ Vertical stern adjustment ✓ Depend-a-pull starter ✓ Filler cap, combining air vent and spare shear pin clips ✓ 3 reeling positions ✓ Simplified, synchronized controls ✓ Stress-proofed 3 ring aluminum pistons ✓ Alitrized, torsional type quick-break-in piston rings ✓ Micro-gem forged counter-balanced steel crankshaft ✓ Die-cast aluminum cylinders with cast-in close-grained iron sleeves ✓ Removable cylinder head ✓ Open channel, no-clog cooling system ✓ Rubber spark plug protectors ✓ Built-in power head spray shield ✓ Full range, dual adjustment, concentric bowl carburetor ✓ Protektall corrosion and salt water proof finish throughout ✓ Rubber mounted steering handle ✓ Simplified steering stabilizer and co-pilot ✓ Rubber cushioned motor mountings ✓ Completely encased power head and starter ✓ Streamlined stern clamp brackets ✓ Mechanical stern-angle adjustment ✓ Full swivel lower unit—swings up into boat ✓ Fully enclosed drive shaft, permanently lubricated ✓ Complete 360° steering—reverse, around and forward ✓ Built-in fuel strainer ✓ Machined and hardened chrom-moly steel gears ✓ Seal-rite gear housing oil seals ✓ Semi weedless propeller ✓ Molded rubber-to brass propeller drive clutch ✓ Removable and replaceable journal bearings ✓ Easy-grip hand fitting clamp screw knobs ✓ Perfected alternate firing ✓ More horsepower per pound of motor weight ✓ Virtually flood proof—instant starting ✓ Equal fuel distribution and uniform firing ✓ Maximum horsepower for engine size ✓ Positive displacement rotor type water pump ✓ Power head perma-sealed against water leaks ✓ Vac-seal,fuel-tight tank ✓ Matched, diamond-bored connecting rods ✓ Simple construction; easy to service any part ✓ Fast acting, leak-proof fuel-shut off valve ✓ Quiet, muffled, pre-cooled underwater exhaust ✓ High tension, positive action magneto with permanent alnico magnets ✓ Two-toned, baked enamel overcoat ing ✓ Lower unit symmetrically contoured and glossy surfaced for minimum water resistance ✓ Chrome plated propeller shaft ("60").

MARTIN "60"
Alternate Firing Twin
7.2 H.P.
43 lbs.
Certified at 4,000 R.P.M.

Every MARTIN OUTBOARD MOTOR is Performance Tested by experts before it leaves the factory. NEW improved manufacturing facilities insure even higher standards of quality and workmanship.

*Be sure to visit us at the New York and Chicago Boat Shows.*

MARTIN "40"
Alternate Firing Twin
4½ H.P.
35½ lbs.
Certified at 4,300 R.P.M.

MARTIN "20"
Single cylinder
2½ H.P.
29½ lbs.
Certified at 4,300 R.P.M.

Martin OUTBOARD MOTORS

*We Just Can't Describe It Here—But...*

SOMETHING **SENSATIONALLY NEW!**

*has been added to*

"SPOTLITE"

# MASQUERADE COSTUMES!

*Featuring*

## WALT DISNEY'S

FAMOUS LOVABLE CHARACTERS

*and a full assortment of*

## HALLOWE'EN FAVORITES

*See This Unusual Presentation Now!*

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*In Attendance:*
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LET THE *Roy Rogers* Action Demonstrator

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PUT **ZIP** IN YOUR '49 SALES OF THE SENSATIONAL ROY ROGERS

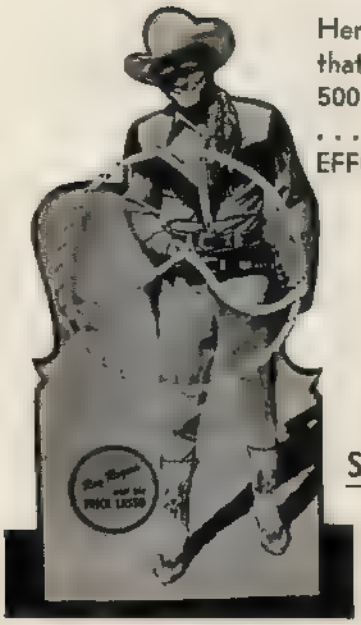
# TRICK LASSO

## TRICK LASSO

Kids can spin it like an old cow hand the very first try . . . thanks to secret "imbedded" swivel. Selling like wildfire! Order now, cash in!

**$1.00** retailer





Here's a real Western toy, that has sold to the tune of 500,000 in the last 90 days . . . WITHOUT ANY SALES EFFORT!

**WHY?** The sensational ROY ROGERS motorized demonstrator, in full color (shown at left) with electric flasher, standing 2 feet high, attracts thousands . . . DOES THE SELLING JOB FOR YOU! It's available to you NOW, on an especially ATTRACTIVE DEAL!!

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*Also Shown at Sam Dreilich & Sons, 200 Fifth Ave., N. Y. C.—(Room 319)*

# MAYFAIR DOLLS

ORIGINATORS OF **BIRTHSTONE DOLLS** AND OTHER MINIATURES

***In individual gift boxes with acetate tops and easels!***

- New Styles
- New Designs
- All Sizes
- Usual High Quality

**MAYFAIR DOLL & TOY CO.**
42 TIFFANY PLACE, BROOKLYN, N. Y.

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Buyers Say

EVEN *before* THE WAR
YOU DIDN'T GET VALUE LIKE THIS

MECHANICAL FIRE CHIEF CAR WITH SIREN

SIREN
SIREN
SIREN

MOTOR Guaranteed for LIFE

COMMENDED BY PARENTS' MAGAZINE

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OTHER HOT ITEMS
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REMEMBER Courtland delivers

WALT REACH TOYS by Courtland FACTORY: CAMDEN, N. J.

LITHOGRAPHED METAL MECHANICAL CARS • TRUCKS • TRACTORS

There are 17
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in our new 1949 catalog,
9 of them are brand new.
You will find here numbers aimed to
pep up year 'round toy sales, and
add volume to the fall toy season.
Write at once for your copy
of the catalog and
price list.
R 260
RANGER STEEL PRODUCTS CORPORATION
175 FIFTH AVENUE • NEW YORK 10, NEW YORK

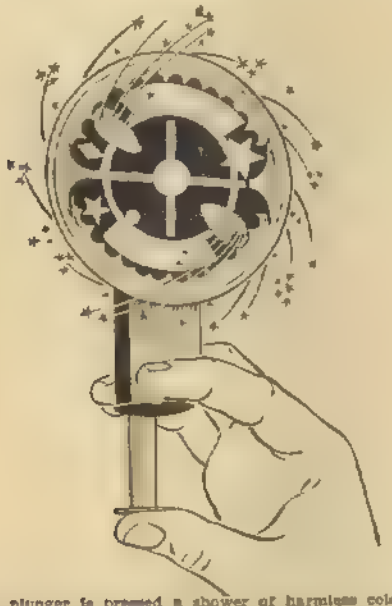
## Ranger
### Animal Fair

A game for from 2 to 8 players of all ages. The spinning wheel is decorated with the names and heads of well known animals. Markers are supplied for placing upon the corresponding animal on the players cards. The first one to have a solid row across is the winner. Individually boxed.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2529 | 265 | 12 | $11.95 |

Three dozen in a carton.

### Sparkler



When the plunger is pressed a shower of harmless colorful sparks fly out to contrast with the revolving color wheel. All metal construction. Individually boxed.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2528 | 240 | 2¼ | $5.60 |

Twelve dozen in a carton.

## Mechanical Toys
### Daytona Racer

A realistic scale model racing car, made of highest quality plastic in color combination of red and ivory. Strong, guaranteed spring wind motor with free wheeling. Front wheel drive. 1⅞ in. rubber wheel with chrome hub caps.

| Stock No. | Lgth. In. | Wd In. | lb Each | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2291 | 9½ | 4⅛ | ¾ | $14.00 |

Individually packed in attractive colored cartons.

## Mechanical Toys
### Convertible

A plastic bodied coupe, converts by removing the clear transparent top. Three wheels, the one in front being adjustable. Rubber wheels with mechanical wind-up motor

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2001 | 20 | 6 | $13.35 |

## Nosco
### Ace Racer

A four-color racer and driver in bright shades of red, yellow, blue and green. Heavy gauge rubber tires have authentic racing thread. Clock type motor drives Ace over 100 ft. at a fast pace. Equipped with the new Nosco drop gear free wheeling unit.

| Stock No. | Mfr's. No. | Inches Lgth. | Wd. | Ht. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 3420 | 6390 | 8 | 4¼ | 3 | 8 | $11.10 |

Individually boxed

### Doodle Bug

Mechanical midget racer moulded in red, blue, green and yellow. Driver and trim in contrasting colors. Windshield of clear lucite. Rubber tires have genuine racing thread. Powerful clock type wind up motor, racer runs over 100 feet at high speed. Equipped for tether racing.

| Stock No. | Mfr's. No. | Inches Lgth. | Wd. | Ht. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 3421 | 6381 | 10 | 5¼ | 4¼ | 20 | $21.70 |

Individually boxed

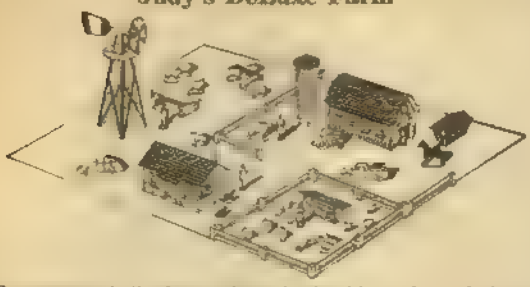
### Timely Turnabout

The timely turnabout dashes across table top or any smooth, raised surface, shoots out over the edge and just when hands reach out to save it from a crash, turns about and speeds off in another direction. This beautiful designed wind-up toy has a plastic body and a clear transparent top

| Stock No. | Lgth. In. | Cat. List DOZEN |
|---|---|---|
| 4H 2171 | 6 | $25.00 |

# Judy Co.

## Judy's DeLuxe Farm



Set consists of the farmer, his wife, daughter and son, 14 barnyard animals and dog. Farm equipment included is a car, truck and tractor with trailer, barn, machine shed, windmill, silo, corn crib and chicken coop. This set makes many hours of enjoying play. Figures are from one to three inches high. Molded in brightly colored plastic composition.

| Stock No. | Mfr's. No. | | Cat. List DOZEN |
|---|---|---|---|
| 4H 3979 | 248 | | $36.10 |

One dozen in a carton.

## Judy's Farm

Farm fits into a specially designed cardboard sleeve that can be opened and used as a scenic background. Set includes the farmer, his wife, daughter and son, 14 barnyard animals, a cat and dog. Figures are from 1 to 3 inches high. Molded in brightly colored plastic composition.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3980 | 148 | 17 | $14.20 |

One and one-half dozen in a carton.

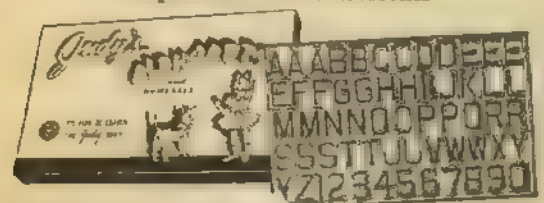
## Judy's Puzzle

These puzzles come assorted. There are 6 inlays in each plaque. A, domestic birds; B, domestic animals; C, wild animals.

| Stock No. | Mfr's. No. | lb Doz. | Box Size In | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 3977 | ABC | 19 | 9½x11¾ | $21.00 |

One dozen in a carton.

## Alphabets and Numerals




Each set contains 50 letters and 10 numerals, made of plastic composition. Each figure is 1⅝ inches high, ⅝ inches thick and 1¼ inches wide. Painted in bright colors.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3971 | 160 | 19 | $23.30 |

Two dozen in a carton.

## Puzzle Inlays

4H 3970 4H 3972

A puzzle for [illegible] One piece background is container and outline for the 9x12 inch puzzle. Wrapped in cellophane and individually boxed.

### 52 Assorted Miscellaneous Puzzles

| Stock No. | Mfr's. No. | Cat. List DOZEN |
|---|---|---|
| 4H 3970 | 1 to 52 Inc. | $21.00 |

One dozen in a carton.

### 18 Assorted Walt Disney Characters

| Stock No. | Mfr's. No. | Cat. List DOZEN |
|---|---|---|
| 4H 3972 | D1 to D18 Inc. | $21.00 |

One dozen in a carton.

# Hubley

## Fido Bank

Painted white with black ears.

| Stock No. | Mfr's. No. | Ht. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2208 | 823 | 5 | 23 | $10.75 |

One dozen in a carton.

## Kitty Bank

Painted white with pink or blue ribbon.

| Stock No. | Mfr's. No. | Ht. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2209 | 820 | 5½ | 20 | $10.75 |

One dozen in a carton.

## Mammy Bank

Painted in natural colors.

| Stock No. | Mfr's. No. | Ht. In. | lb Doz | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2207 | 818 | 5½ | 13 | $10.00 |

One dozen in a carton.

# Bicycles

## Mercury

### Men's Deluxe

Frame—19 inch hydrogen brazed. All joints reinforced for double strength.
Fork—One piece drop forged with 7 inch throw.
Rims—All steel hook-type channel design chrome plated
Coaster Brake—Musselman.
Pedals—Torrington No. 8
Tires—U.S. Royal, white side wall 26x2.125 inch balloon with inner tube
Saddle—Troxel, stitchless, with black top and chrome plated compound springs
Handlebar—Torrington U bar
Grips—Textile, black
Chain guard—New Deluxe design with reflector.
Truss Rods—Chrome plated
Luggage Carrier—New airplane design with jet-like blister
Parking Stand—Side kick-up type, cadmium plated
Tank—Streamlined with attractive paneling and striping
Headlight—Delta, two-tone Roadliter
Horn—Delta unit in tank
Finish—Maroon baked enamel with Vermilion grey panels and striping

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9912 | F-26 | 69 | $76.85 |

One in a carton.

### Men's Special Deluxe

Frame—19 inch hydrogen brazed. All joints reinforced for double strength
Fork—One piece drop forged,
Fenders—Gothic design
Crank—One piece drop forged with 7 inch throw
Rims—All steel hook-type, baked enamel
Coaster Brake—Musselman
Tires—U.S. Royal, white side wall 26x2.125 inch balloon with inner tube.
Pedals—Torrington No. 8.
Saddle—Troxel, with black top and springs
Handlebar—Torrington U-bar
Grips—Textile, black, regular
Chain Guard—Deluxe design, enameled
Truss Rods—White baked enamel
Luggage Carrier—Beautifully designed with fin type apron
Parking Stand—Side kick-up type, cadmium plated
Tank—Streamlined with attractive panels
Reflector—Stimsonite, on rear fender
Headlight—Delta Torpedo, white, mounted on fender
Finish—Crimson red baked enamel with black and white panels and striping

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9914 | F-22 | 68 | $67.65 |

One in a carton.

### Ladies' Deluxe

Frame—19 inch hydrogen brazed. All joints reinforced for double strength.
Fork—One piece drop forged
Fenders—Gothic design
Crank—One piece drop forged with 7 inch throw
Rims—All steel hook-type channel design, chrome plated
Coaster Brake—Musselman.
Pedals—Torrington No. 8
Tires—U.S. Royal, white side wall 26x2.125 inch balloon with inner tube.
Saddle—Troxel, stitchless, with black top and chrome plated compound springs
Handlebar—Torrington U-bar
Grips—Textile, white.
Chain Guard—New Deluxe design with reflector
Truss Rods—Chrome plated.
Luggage Carrier—New airplane design with jet-like blister
Tank—Streamlined with attractive paneling and striping.
Headlight—Delta, two-tone Roadliter
Horn—Delta unit in tank
Finish—Ivy green baked enamel with sage green and ivory panels and striping.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9913 | F-27 | 67 | $76.85 |

One in a carton.

### Ladies' Special Deluxe

Frame—19 inch hydrogen brazed. All joints reinforced for double strength
Fork—One piece drop forged
Fenders—Gothic design
Crank—One piece drop forged with 7 inch throw.
Rims—All steel hook-type, baked enamel
Coaster Brake—Musselman
Tires—U.S. Royal, black 26x2.125 inch ballon with inner tube.
Pedals—Torrington No. 8
Saddle—Troxel, with black top and springs
Handlebar—Torrington U-bar
Grips—Textile, black, regular.
Chain Guard—Deluxe design, enameled
Truss Rods—White baked enamel
Luggage Carrier—Beautifully designed with fin type apron
Parking Stand—Side kick-up type, cadmium plated.
Tank—Streamlined with attractive panels
Reflector—Stimsonite, on rear fender
Headlight—Delta Torpedo, white, mounted on fender
Finish—Royal blue baked enamel with Vermilion and white panels and striping

| Stock No. | Mfr's. No | lb Each | Cat. |
|---|---|---|---|
| 66H 9915 | F-23 | 65 | |

One in a carton.

# Bicycles

## Mercury

### Boys' Juvenile

Frame—17 inch hydrogen brazed. All joints reinforced for double strength.
Fork—One piece drop forged.
Fenders—Gothic design.
Crank—One piece drop forged with 3.5 inch throw.
Rims—All steel hook-type, baked enamel.
Coaster Brake—Musselman.
Tires—U.S. Royal, black 24x2.125 inch balloon with inner tube.
Pedals—Torrington No. 2.
Saddle—Troxel, with black top and springs.
Handlebar—Torrington U-Bar, chrome plated.
Grips—Regular, black.
Chain Guard—Deluxe design, enameled.
Parking Stand—Side kick-up type, cadmium plated.
Reflector—Stimsonite, on rear fender.
Finish—Crimson red baked enamel, with white panels.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9918 | F-34 | 55 | $60.55 |

One in a carton.

### Girls' Juvenile

Frame—17 inch hydrogen brazed. All joints reinforced for double strength.
Fork—One piece drop forged.
Fenders—Gothic design.
Crank—One piece drop forged with 3.5 inch throw.
Rims—All steel hook-type, baked enamel.
Coaster Brake—Musselman.
Tires—U.S. Royal, black 24x2.125 inch balloon with inner tube.
Pedals—Torrington No. 2.
Saddle—Troxel, with black top and springs.
Handlebar—Torrington U-Bar, chrome plated.
Grips—Regular, black.
Chain Guard—Deluxe design, enameled.
Parking Stand—Side kick-up type, cadmium plated.
Reflector—Stimsonite, on rear fender.
Finish—Royal blue baked enamel with white panels.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9919 | F-35 | 55 | $60.55 |

One in a carton.

### Boys' Juvenile Deluxe

Frame—14 inch hydrogen brazed. All joints reinforced for double strength. Boy's, [illegible] bar.
Fork—One piece heavy gauge steel.
Fenders—Beaded crown.
Crank—One piece drop forged with 3.5 inch throw.
Rims—All steel, heavy gauge, enameled, tangent spoke.
Coaster Brake—Musselman.
Tires—1¾ inch semi-pneumatic.
Pedals—Torrington Jr.
Saddle—Troxel, black top and springs.
Handlebar—U-Bar, chrome plated.
Grips—Velocipede type, black.
Chain Guard—New Deluxe design, enameled.
Parking Stand—Side kick up type, cadmium plated.
Reflector—Stimsonite, on rear fender.
Finish—Maroon baked enamel with white panels.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9925 | F-490 | 40 | $44.25 |

One in a carton.

### Girls' Juvenile Deluxe

Description same as Mfrs. No. F-490. Frame—Girls' double bar. Finish—Royal blue baked enamel with white panels.

| Stock No. | Mfr's. No. | lb Each | Cat. List EACH |
|---|---|---|---|
| 66H 9926 | F-491 | 40 | $44.25 |

One in a carton.

# First Choice for '49-

## MERCURY BICYCLES

*Smartly styled from fender tip to tail light, Mercury Bicycles have* extra saleability *that makes them an outstanding profit item . . . The complete Murray Ohio line includes:* STEELCRAFT *Velocipedes* *Autos* *Wagons* *Tricycles* . . . MERCURY *Bicycles* MUSSELMAN *Coaster Brakes*

**The Murray Ohio Mfg. Co. • Cleveland 10, Ohio**

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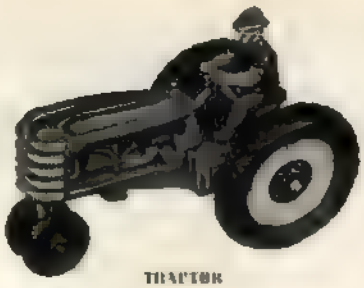

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*Just like the Real thing!*

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# THE FAMOUS HUBLEY

# KIDDIE TOYS

STAKE TRUCK

*Designed for "Eye Appeal"*

LUMBER TRUCK

TOW TRUCK

**Novel play features—colorful finishes and accurate design make every Hubley Kiddie Toy eye appealing . . . easy to sell. All are made of sturdy metal bodies with rubber wheels. Attractive individual packages provide additional display possibilities.**

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# MERCURY Super 5

5 THOROUGHBRED MERCURY HP.

## 28 features

MAKE IT THE PRIZE CATCH FOR FISHERMEN

- Light weight — only 37 lbs.
- Full Reverse
- Safety-tilt transom adjustments
- Idles to slowest trolling speeds
- Full weedless propeller
- Low-level water inlet
- Water-proofed spark plugs
- Water-proof magneto
- Variable volume Rotex Pump
- Tilt-up handle on motor cover
- Uni-cast gear housing
- Magna-pul starter
- Spring-loaded co-pilot
- Swordblade underwater structure
- Vibration-dampened steering handle
- Rear steering handle
- Spare plug receptacles
- Fuel-micro filter
- One-piece welded fuel tank
- Fast — planes a 12 foot boat 16 m.p.h.
- Balance fins for resting position
- Aircraft type quick detachable cowl
- Safti-Grip clamp screws
- Screw driver in handle
- One piece swivel bracket
- "Slip stream" protector rim
- Rubber-mounted Fuel Tank
- Dual vari-timed valves

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CEDARBURG, WISCONSIN, U. S. A.

Powered with Thunderbolt Power
The Big Engineering Diff—

FIRST IN MERCURY
IN EVERY MERCURY
ONLY IN MERCURY

Ball and Roller Bearings Throughout

SEE THE NEW MERCURY "SUPER 5" AND THE COMPLETE MERCURY LINE AT THE BOAT SHOWS
Coming Soon — the 25 HP Thunderbolt.

Features of Mercury Outboards are protected by exclusive and pending patents

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## The Doll's HOME BEAUTIFUL

No. 148

*AVAILABLE with 52 piece matching furniture set (incl. 6 dolls) to completely furnish house

### NOTE THESE SALES MAKING FEATURES

Five large, beautiful rooms decorated in full color - simulated carpets, tile and walnut wall panels with built-in shelves, cabinets, etc., and reproductions of actual paintings. Baked lacquer finish.

**All steel construction**

21" Wide, 14¼" High, 10¼" Deep

Packed ½ doz. to carton:

Appr. wght. 33 lbs.

Usual trade discount.

F.O.B. Boston

**SUGGESTED RETAIL PRICE**

**$3.49**

***WITH FURNISHINGS $5.98**

Merltoy CORP.

**222 Quincy Street, Boston 21, Mass.**

*Represented by:* DAVID H FABER, *Toy Bldg., 200 5th Ave., N. Y. 10, N. Y.*

# FOR STEADY VOLUME AND *sure Profits!*

**Merltoy Metal Cart**

**Sturdily built,**
**handsomely finished,**
**attractively priced**
**to outsell all others**

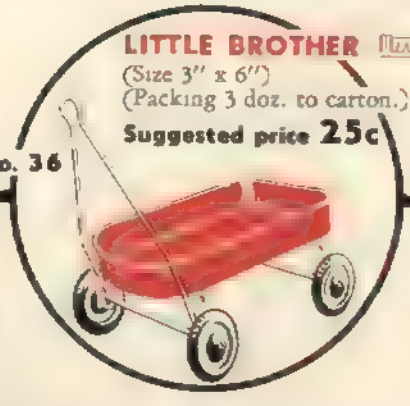
**Suggested retail price 69c**

Packed 12 to a carton: Appr. Ship. Wght. 16 Lbs.
Standard Trade Discount. F.O B. Boston

Body 6" x 11½" x 1½". Rolled edges. Painted wood handle. 3" Steel wheels. Swivel Front.

**LITTLE BROTHER** Merltoy
(Size 3" x 6")
(Packing 3 doz. to carton.)
**Suggested price 25c**

**No. 36**



**Merltoy CORP.**

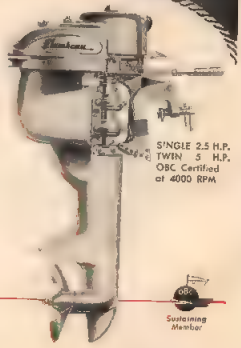
**222 Quincy Street, Boston 21, Mass.**

*Represented by:* DAVID H FABER, *Toy Bldg., 200 5th Ave., N. Y. 10, N. Y.*

# Flambeau
OUTBOARD MOTORS

## ... HAVE THE FEATURES

- LIGHTNESS
- COMPACTNESS
- PERFORMANCE
- HANDLING EASE
- NO SHEAR PIN
- TRULY OUTBOARD



SINGLE 2.5 H.P.
TWIN 5 H.P.
OBC Certified
at 4000 RPM

The new Flambeau is designed to give more outboard boating enjoyment — longer, better performance. Flambeau has created an entirely new concept of outboard motor performance by pioneering and perfecting the outstanding and worthwhile features you want in a motor. Built by men with years of practical experience in the design, production and operation of outboard motors — the Flambeau is truly *years ahead* in design.

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Freight, First Class

# ARTIFICIAL FISHING BAITS

## MILLSITE MINNOWS

### FLOATERS

An increasingly popular minnow — dandy for casting in lakes — also good in streams. Has plenty of action. Moulded of genuine Tenite and furnished in opaque and transparent models. All hardware is nickel-plated for rough going. Unbeatable for bass, pike and all game fish. Fitted with two treble hooks. Assortments are packaged in attractive counter display boxes. **Length 3 inches; wt. ⅜ ounce.**

**Assortment:**

Per Assortment

**No. P3567A2—Baits;** one of each finish as listed under open stock below; total six baits ..... $6.12

**Open Stock**

| Baits, Nos. | Type | Finish | Each |
|---|---|---|---|
| P3567B (101T) | Transparent | White with Red Head | $1.02 |
| P3567B1(107) | Opaque | Pike Scale | 1.02 |
| P3567B2(124) | Opaque | White with Silver Rib | 1.02 |
| P3567B4(123) | Opaque | Black with Silver Rib | 1.02 |
| P3567B6(134T) | Transparent | Silver Scale | 1.02 |
| P3567B8(135T) | Transparent | Yellow Scale | 1.02 |

Twelve in Carton

### BABY SLOW SINKERS

A smaller and slow-sinking Tenite bait with plenty of action. Two treble hooks. **Length 2 7/16 inches; Weight ½ Ounce.**

**Assortment:**

Per Assortment

**No. P3567A4—Baits;** one of each finish as listed under open stock below; total six baits ..... $6.12

**Open Stock**

| Baits, Nos. | Type | Finish | Each |
|---|---|---|---|
| P3567D (501T) | Transparent | White with Red Head | $1.02 |
| P3567D1(507) | Opaque | Pike Scale | 1.02 |
| P3567D2(524) | Opaque | White with Silver Rib | 1.02 |
| P3567D4(523) | Opaque | Black with Silver Rib | 1.02 |
| P3567D6(534T) | Transparent | Silver Scale | 1.02 |
| P3567D8(535T) | Transparent | Yellow Scale | 1.02 |

Twelve in Carton

### BABY DEEP CREEP

A smaller, deep-running Tenite bait with plenty of action. Two treble hooks. **Length 2 7/16 inches; Weight ½ Ounce.**

**Assortment:**

Per Assortment

**No. P3567-500D—Baits;** one of each finish as listed under open stock below, total six baits ..... $7.20

**Open Stock**

| Baits, Nos. | Type | Finish | Each |
|---|---|---|---|
| P3567C (501TD) | Transparent | White with Red Head | $1.20 |
| P3567C2(524D) | Opaque | White with Silver Rib | 1.20 |
| P3567C4(523D) | Opaque | Black with Silver Rib | 1.20 |
| P3567C6(534TD) | Transparent | Silver Scale | 1.20 |
| P3567C8(535TD) | Transparent | Yellow Scale | 1.20 |
| P3567C9(531TD) | Transparent | Green Scale | 1.20 |

Twelve in Carton

*** Fireplug Finishes** A blazing daylight fluorescent finish that glows like magic—ultra-violet rays in ordinary daylight cause these finishes to glow in powerful, flaming, blazing color which penetrates deeper into the water. Especially powerful at dawn or dusk when the big game fish are feeding.

## "PADDLE PLUG"

**Noisy Paddling Surface Bass Bait**

A good early morning and evening surface lure. Mouthpiece has louvers that leave a trail of bubbles when retrieved. Ideal for over weeds and reeds because of its live-rolling action. A wiggling, noisy plug made of plastic and fitted with a treble hook. Assortments are packaged in attractive counter display boxes.

**Length 1¾ Inches**
**Weight ½ Oz.**

**Assortment:**

Per Assortment

**No. P3567P—Baits;** one of each finish as listed under open stock below; total six baits ..... $6.12

**Open Stock**

| Baits, Nos. | Finish | Each |
|---|---|---|
| P3567P1(675)—Yellow and Black Spots .... | | $1 02 |
| P3567P2(672)—Frog | | 1 02 |
| P3567P3(671) Red and White | | 1.02 |
| P3567P4(676) Silver and Red Spots | | 1.02 |
| P3567P6(673)—Perch Scale | | 1.02 |
| P3567P8(674) Pike Scale | | 1.02 |

Twelve in Carton

## JITTERBUG

Erratic action and loud paddling noise by double-lobed "lip" attachment attract small and large mouth bass and other game fish. Used as a popper when jigged gently. Plastic treble hooks.

**Length 3 Inches—Weight ⅝ Ounce**

| Baits, Nos. | | Each |
|---|---|---|
| P3567K (650R)—Red Head | | $1 46 |
| P3567K1(654S) Scale | | 1 46 |
| P3567K2(653Y) Yellow | | 1.46 |
| P3567K3(651F) Frog | | 1 46 |
| P3567K4(655P)—Perch | | 1 46 |
| P3567K5(652B)—Black .. | | 1 46 |
| P3567K6(657L)—Luminous .... | | 1 46 |
| *P3567K11(X680R)—Fireplug Neon Red | | 1.74 |
| *P3567K12(X688S)—Fireplug Fiery Sunrise | | 1.74 |
| *P3567K13(X689SG)—Fireplug Saturn Green | | 1.74 |

Six in Carton

## HULA DANCER

Small but heavy enough for long casts. For open water and all game fish. Plastic — small rubber skirt (See page 3579 for extra skirts).

**Length 2 Inches—Weight ⅝ Ounce**

| Baits, Nos. | Finish | Each |
|---|---|---|
| P3567X (800R)—Red Head | | $1.46 |
| P3567X1(804S) Scale | | 1.46 |
| P3567X2(805P)—Perch | | 1 46 |
| P3567X3(801F)—Frog | | 1.46 |
| P3567X4(803Y)—Yellow | | 1.46 |
| *P3567X11(X880R)—Fireplug Neon Red | | 1 74 |
| *P3567X12(X888S)—Fireplug Fiery Sunrise | | 1 74 |
| *P3567X13(X889SG)—Fireplug Saturn Green | | 1 74 |

Six in Carton

## HULA POPPER

Casting size lure can be plunked, popped, twitched or jerked for noise or commotion. Plastic small rubber skirt (See page 3579 for extra skirts)

**Length 2¼ Inches—Weight ⅝ Ounce**

Per Assortment

**No. P3567L(765A) Baits;** six baits, standard, assorted finishes, in display carton; shipping weight, ½ lb ..... $8 72

**FIREPLUG FINISHES**

| Baits, Nos. | Each |
|---|---|
| *P3567L11(X780R)—Fireplug Neon Red | $1 74 |
| *P3567L12(X788S)—Fiery Sunrise | 1.74 |
| *P3567L13(X789SG)—Saturn Green | 1.74 |

Six in Carton

# ARTIFICIAL FISHING BAITS

Freight, First Class

## SOFTY THE WONDER CRAB

**Tough, Soft, Live Rubber**

Looks and feels like a real soft-shell crab. Natural wiggling action of live crab. Weedless hook.

| Baits, Nos. | P3566B | P3566B1 | P3566B2 |
|---|---|---|---|
| Factory Nos. | 103 | 102 | 101 |
| Size | Bait Rod | Medium | Fly Rod |
| Weight, Oz. | ⅝ | ⅜ | ⅛ |
| Each | $1.32 | 1.20 | .90 |

Twelve in Carton

## LIFE-LIKE MOUSE

**Soft, Live Rubber**

A surface lure that looks like a real swimming mouse Ripples on the retrieve. Weedless hook.

Each

No. P3566G(7)—Baits; bait rod size; weight ⅛ ounce .....$1 08

Twelve in Carton

## LIFE-LIKE GRUB WORM

**Soft, Live Rubber**

A bait with life-like appearance and action of a grub worm. Excellent for bass and pannfish

Per Card

No. P3566GR—Baits; weight ⅛ ounce .....$4 32

Twelve on Card

Green Grasshopper

Black Cricket

Brown Grasshopper

Midget Crawfish

Midget Frog

Large Grub Worm

## JEFF'S ORIGINALS — ASSORTMENT

**High Quality Latex Rubber Fly Lures**

Made from highest quality materials—will last until lost. Latex rubber coloration is bonded to body by a unique process of vulcanizing. Also ideal for "Pole and Line" fishing. Assortment consists of twelve lures in a colorful display folder (two each Green Nymph Grasshopper, Brown Nymph Grasshopper, Midget Frog, Black Cricket, Midget Crawfish and Large Grub Worm as illustrated above). Large grub worm has size 4 hook, balance size 8 hook.

Per Assortment

No. P3566J—Baits; twelve lures, assorted as above; weight asst'mt, 2¾ ounces .....$5.04

## JEFF'S FLOATING FROG

**High Quality Rubber**

Smooth exterior with a sponge rubber interior, making it practically indestructible. A life-like lure with a size 4 Aberdeen hook

Each

No. P3566-FF15—Baits; weight folder 2¾ ounces ..... ..$0.60

Twelve on Display Folder

## SPOTTY THE WONDER FROG

**Soft, Tough, Live Rubber**

The frog with knee action—jerky retrieves in lily pads and weeds makes it kick like a swimming frog. Always lands right side up. Hollow point hook with weed guard.

Each

No. P3566A(201)—Baits; bait rod size, weight ⅝ oz..... . $1 32

Twelve in Carton

## GENUINE HALIX FROG

**Plastic Body—Rubber Legs**

A realistic lure that looks and swims like a frog. Designed for casting in weeds where the big ones are—hooks placed to miss weeds. Live action rubber legs are controlled by the retrieve.

| Baits, Nos. | P3566F | P3566F2 |
|---|---|---|
| Size | Senior | Junior |
| Weight, Ounces | ⅝ | ⅛ |
| Each | $1.80 | 1.80 |

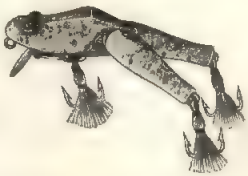
Twelve in Carton

**Fly Rod Size**

Per Card

No. P3566H3—Baits; weight ⅛ ounce .....$10.80

Twelve on Card



## WOTTA FROG

**Plastic**

Swims, dives and floats—true to nature design with bright grass frog, green speckled with black All the real action of a live frog.

Each

No. P3566-72—Baits; length 2½ inches; weight ½ ounce.....$1.20

Twelve in Box

## LIVE FROG HARNESS

Keeps them alive indefinitely and permits a free and natural swimming action. Weedless.

| Frog Harnesses, Nos. | P3566R | P3566T |
|---|---|---|
| Length, Inches | 3¼ | 2⅞ |
| Size Hook | 6/0 | 4/0 |
| Each | $0.60 | .60 |

Twelve in Box; We Do Not Break Boxes

Demand grows and grows for . . .
Magic Mary
the doll that
CLOTHES "CLING TO!"
NO TABS . . . NO GLUE . . . NO MUSS . . . NO FUSS. Magic Mary's 14 pretty dresses are held securely in proper position by tiny metal tabs applied to each dress and attracted by the small magnet in the paper doll.
Children thrill to this proved MILTON BRADLEY "profit" champion with the *magnetic personality*.
Write for Your Copy of the New Bigger-Than-Ever Milton Bradley Toy and Game Catalog
MB
SPRINGFIELD 2, MASSACHUSETTS
MILTON BRADLEY
Magic Mary
THE MAGNETIC PAPER DOLL
DRESSES CLING LIKE MAGIC
1.25

SUMMER TOY VOLUME
is what you *make* it!

MAKE IT GRAND!
WITH THE HALCO BRAND!

Good results this year take planning—take that EXTRA something. Yes, something like these sure-fire Halco Products—quality merchandise at popular prices. They're actionic! They come in for BIG SUMMER PLAY—extra fun for kiddies—extra volume for you. Plan now to emphasize HALCO this summer....you'll sell MORE!

HALCO

*Feature the Nation's Best Selling Line*

HALCO TEXAN HOLSTER SETS

Beautifully decorated, sturdily made, all-leather holsters with finest metal appointments. Single Gun. Double Guns. Cowboy Gun Belt Sets.

CASH IN ON BIG SUMMER PLAY!

*BIG PLAY, too* —THESE ACTION-PACKED HALCO SKY-FLIERS, SPARKLERS, AND CAPS

HALCO SKY-FLIER

An action packed toy, low-priced for volume sales. And so easy to operate with Halco's Doughboy caps!

AMERICAN BEAUTY SPARKLERS

A delightful accent to "light-up" holidays with steady, brilliant burning! Sizes: 8, 10, 14, 20 and 36 inches

DOUGHBOY Single Shot Caps—72 BIG SHOTS

From coast to coast Halco Doughboy Caps are known as the nation's biggest bang. Packaged in big, colorful boxes.

HALCO'S SUPERB BRAND ROLL CAPS

The nation's best roll caps—the brand all kids ask for! Priced low for quick, repeat sales.

J. HALPERN COMPANY
BIG PENN AVE., PITTSBURGH 22, PA.
500 5th AVE., NEW YORK 19, N.Y.

J. HALPERN COMPANY
BIG PENN AVENUE, PITTSBURGH 22, PA.

Attach to your letterhead

Rush details on items checked below:

☐ Holsters ☐ Toy Pistol Caps ☐ Sparklers ☐ Sky-Fliers

Attention of _____

Company _____

Street _____

City _____ State _____

SUPER HALCO BRAND
1909-1949
OUR 40th YEAR

Mail Today!

# Hotcake OF 1949!

## Miracle CONTROL CAR

T.M. REG. PAT. PEND.

RACE IT! CRUISE IT! BACK IT! PARK IT!

## BY MIRACLE CONTROL!

The ONE brand new toy sensation no child of any age can resist! BIG 12½-INCH sleek convertible in gleaming red plastic, gray plastic seats. 5½-FOOT control cable. Strong, extra well made, foolproof. No springs or batteries—goes any speed, any direction. Makes *everyone* stop, look... and BUY, and a three-year old can run it!

AND CHECK THIS
**Amazing Value!**
MIRACLE CONTROL CAR retails for just
**$2.98**
LIST PRICE

INDIVIDUALLY PACKAGED IN THIS FOUR COLOR DISPLAY CARTON, PACK-1 DOZEN PER SHIPPING CARTON
WT. 21 LBS. STANDARD TRADE DISCOUNTS

**Write or wire for Miracle Control Car today—**
**and watch out for the traffic!**

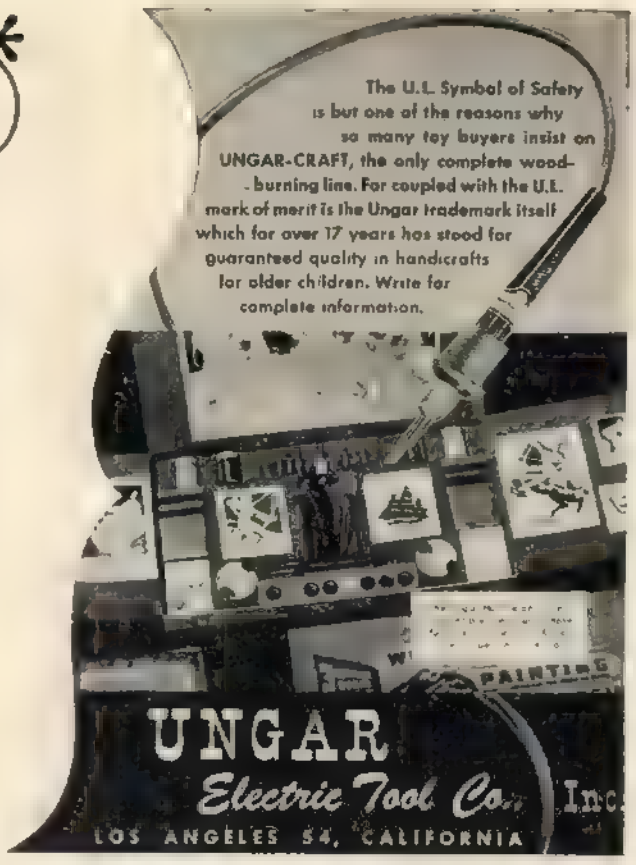
## CALIFORNIA MOULDERS, INC.

814 EAST 29TH STREET
LOS ANGELES 11, CALIFORNIA

# This label means safety for children

It is your assurance that the product bearing this coveted seal has passed the Underwriters' Laboratories, Inc rigid tests for safety from fire and electric shock. It is a seal upon which the public can rely with confidence. Even though the U. L. Seal may not be required by law in your locality, PLAY SAFE — be honest with your customers! Insist that the U. L. Seal be on every 110-120 volts toy you buy or sell!

*Be sure the U. L. Seal appears on the toy or appliance itself—not just on the cord alone


The U.L. Symbol of Safety is but one of the reasons why so many toy buyers insist on UNGAR-CRAFT, the only complete wood-burning line. For coupled with the U.L. mark of merit is the Ungar trademark itself which for over 17 years has stood for guaranteed quality in handicrafts for older children. Write for complete information.
PAINTING
UNGAR
Electric Tool Co., Inc.
LOS ANGELES 54, CALIFORNIA

## EDUCATIONAL LETTERS

Made of wood, and attractively enameled in bright colors. No sharp edges or danger from splinters if broken.

Three popular numbers . . . N-160 Set (60 Enameled letters), N-26 Set (26 Natural Finish Letters, and 3 Letter Slides), and LT-126 Set (26 Enameled Lower Case Letters).

**THE A. I. Root COMPANY**

QUALITY TOYS

MEDINA OHIO

12 West 21st St. NEW YORK

## ARRANBEE

### presents

A DEPENDABLE AND ORIGINAL DOLL LINE, FEATURING EXCLUSIVELY OUR REMARKABLY **NEW PLIABLE PLASTIC** ARMS AND LEGS ON ALL OUR NEWLY STYLED BABY DOLLS. IN FACT, THE ENTIRE LINE IS COMPOSED OF PLASTIC DOLLS. OUR DESIRE IS TO FULFILL YOUR DEMAND FOR A BETTER PRODUCT AT A POPULAR PRICE.

## ARRANBEE DOLL CO.

SHOWROOM AND OFFICE

881 BROADWAY, N. Y. 3, N. Y.

CORNER 19th ST.

## ALUMINUM COOKING SETS

MIRRO

**16 Piece—Cake and Bake Sets**

Special bright aluminum finish. Handles and knobs are red enameled. Set consists of: Whistling tea kettle, double boiler, pie plate, cooky sheet, fluted mold, mixing bowl, muffin pan, bird mold scoop, measuring cup and four cooky cutters. Box 18x14x4 inches

**No. 574T** .....Per dozen sets $24.00

Three Sets in a Carton

**11 Piece—Bake and Roast Set**

Playing house becomes realistic to the little tot with this ideal Baking and Roasting Set. Set consists of: Oval roaster with red enameled handles, tubed cake pan, muffin pan, fluted mold, bird mold, measuring cup, scoop, cooky sheet and two cooky cutters Box 16x13x4 inches

**No. 563T** .....Per dozen sets $18.00

Six Sets in a Carton

**30 Piece—Coffee Pot Sets—Service for Four**

Special bright aluminum finish. Embossed coffee pot has red enameled cover and handle Set consists of Coffee pot and 4 each of plates, saucers, cups, knives, forks, spoons and paper napkins Box 16x13x4 inches

**No. 573T** ..... Per dozen sets $18.00

Six Sets in a Carton

## ALUMINUM TOY SETS

MIRRO

**46 Piece—Percolator Sets—Service for Six**

Special bright aluminum finish Embossed. Percolator has glass top, red enameled cover and handle. Set consists of: Percolator, tray and 6 each of plates, saucers, cups, knives, forks, spoons, paper napkins. Box 19⅞x14x4⅛ inches

**No. 576T** .....Per dozen sets $30.00

Three Sets in a Carton

## ALUMINUM CUTLERY SETS

MIRRO

**26 Pieces—Cutlery Sets**

Special bright aluminum finish. Set packed in chest type box, consists of: Sugar spoon, butter knife and 8 each knives, forks and spoons Box 13¾x4⅝x1⅛ inches

**No. 137T** .....Per dozen sets $9.30

One Set in a Box

## METAL TOY TEA SETS

WOLVERINE

Tea service consists of 22 pieces 6 cups 1¼x2¼ in., 6 saucers 3¼ in diam 6 plates 4¼ in diam 1 sugar bowl 1¼ in. high by 2⅛ in diam 1 creamer 2⅝ in high by 1¾ in diam 1 tea pot 2⅝ in high by 3¼ in diam 1 tray 9⅝x13 in Packed in box 17¼x13¾x 2¾ in Each piece is beautifully enameled in delft-blue designs Reverse side of dishes nicely finished. All pieces are non-leakable and unbreakable

**No. 258** .....Per dozen sets $22.80

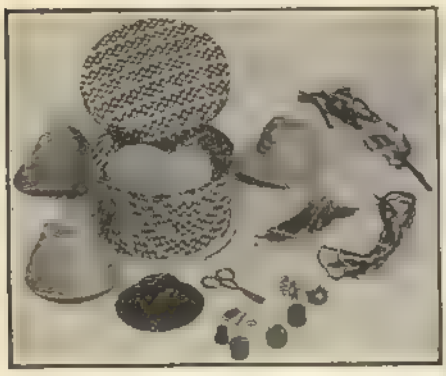
One Set in a Box

## DOLL HAT BOXES
**CORONA**

This box is made of twisted paper fibre woven in five colors. It has bright plastic bindings, and a two tone draw string operated by a colorful bead slide Contains 3 each of the following: Felt hats, feathers, flowers and ribbons A needle and thread It is 5¼" in diameter, 3" high.

**No. 130** ..... Each $0.59
Thirty-Six in a Carton

## DOLL BONNET BASKETS
**CORONA**



A multi-colored fibre "model" hat box 8½ in. diameter by 4½ in. high Two imported natural straw hats, one dyed imported straw hat, one multi-colored fibre hat, one lace hat Hats to fit 13 in. to 20 in. dolls Generous supply of ribbons, flowers, feathers, plus needles, thimbles, scissors and thread

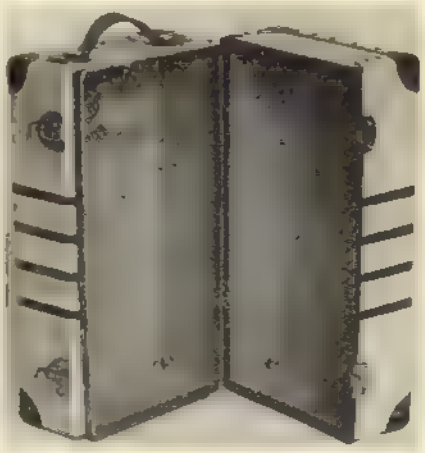
**No. 132** ..... Each $2 00
Twenty-Four in a Carton

## DOLL-E BATH

Exact, working replicas of a real baby bath, down to a device that permits the table top to slide up and down with ease . . the tubs actually hold water. Rubberized fabric tub, dressing table top and safety strap, with handy utility pockets at the top and front. Includes nursing bottle and nipple, washcloth, cake of soap, rubber drain hose with nickel-plated metal clamp. All-metal frames in enameled ivory with rubber non-slip feet. Height overall 21⅝", depth overall 12⅜", width overall 18"

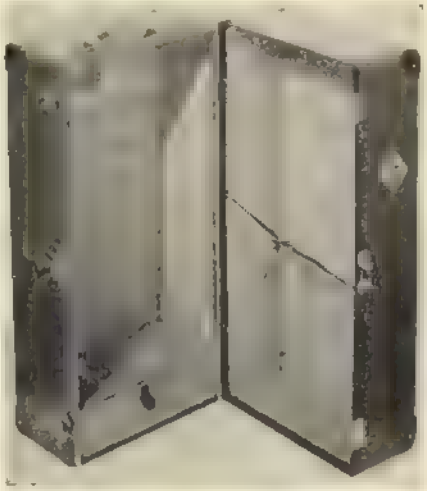
**No. 320** ..... Per dozen $36.00
Individually Packed, One Dozen in a Carton

## DOLL WARDROBE TRUNKS



This trunk is made of Airotex board, plastic coated, water repellent, equipped with one piece unbreakable steel frame around case with cover, two catches, two hinges, eight metal corners, flat leather handle and one plastic hanger, hanger bracket. Colors are tan with brown stripe Size 14 inches

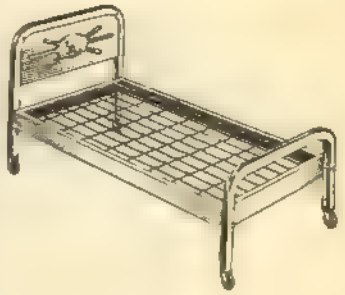
**No. 702-14** ..... Per dozen $24.00
One Dozen in a Carton



This trunk is made of specially treated trunk fibre, plastic coated, water repellent paper lined Wit hone piece unbreakable steel frame around case and cover. Equipped with o encenter lock, two catches, two hinge— eight metal corners and flat leather handle one drawer, two plastic hangers. Colors are blue and red

**No. 703-18**—Red Size 16 in Per dozen $36 00
**No. 703-20**—Blue—Size 20 in . Per dozen 43.00
Half Dozen in a Carton
**No. 703-22**—Blue—Size 22 in Per dozen $60 00
Three Only in a Carton

## DOLL-E BEDS and Mattress
**AMSCO**



All steel construction, with solid panel headboard, colorful decal trim. Baked enamel finish in blue or ivory. And the big feature is that they have real steel springs and perfectly scaled hard-rubber casters Amsco designed, they turn, they swivel with ease; metal parts are nickel plated

**Doll-E Mattresses**

Tufted, heavy 12 gauge plastic. Sanitary Washable. Beautifully designed with kiddie characters. Looks like the real thing. Cotton filled. Height overall 9½", length overall 19⅝", width overall 10¾".

**No. 311**—Including Mattress—
Per dozen ..... $36.00
Individually Boxed, One Dozen in a Carton

Height overall 12⅝", length overall 25⅛", width overall 13¾".

**No. 312**—Including Mattress—
Per dozen ..... $54 00
Individually Boxed, Half Dozen in a Carton

## DOLL-E HI-CHAIR
**AMSCO**

The deluxe doll high-chair. Pastel blue baked enamel finish, with moveable tray in ivory. Decorative decals, rubber feet. Height 29½", width 12¾", depth 16". Individually packed, one to 200 lb. test corrugated carton, semi-setup.

**No. 304** ..... Per dozen $48 00

# Model Toys

Built as ruggedly as the heavy construction equipment from which they're scaled. They are toys that actually work. The road grader grades and smooths the "construction" site. The bucket loader fills the earth hauler and the concrete mixer can actually load, mix and pour real concrete

## Bucket Loader

All steel caterpillar tread, chain drive. Overall height 18 inches.

| Stock No. | Mfr's. No. | lb Each | Fact. List EACH |
|---|---|---|---|
| 4H 4818 | 2001 | 9¾ | [S]$14.75 |

One in a box.

## Road Grader

Tandem-mounted wheels keep road grader level at all times. Scraper blade turns in 90 degree arc, adjusts three ways. All steel. Goodyear rubber tires. Overall length 26 inches

| Stock No. | Mfr's. No. | lb Each | Fact. List EACH |
|---|---|---|---|
| 4H 4817 | 2006 | 10 | $14.75 |

One in a box

## Concrete Mixer

All steel. Goodyear rubber tires. Mixes real concrete. Overall length 15 inches

| Stock No. | Mfr's. No. | lb Each | Fact. List EACH |
|---|---|---|---|
| 4H 4819 | 2002 | 7 | $11.75 |

One in a box.

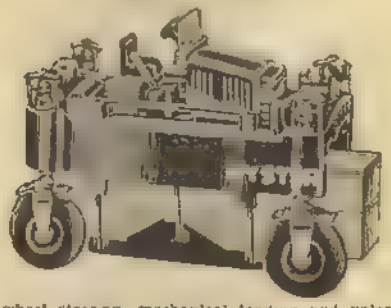
## Earth Hauler

All steel. Goodyear rubber tires. Overall length 25 inches

| Stock No. | Mfr's. No. | lb Each | Fact. List EACH |
|---|---|---|---|
| 4H 4816 | 2000 | 10¾ | [S]$13.75 |

One in a box

## Hyster Truck

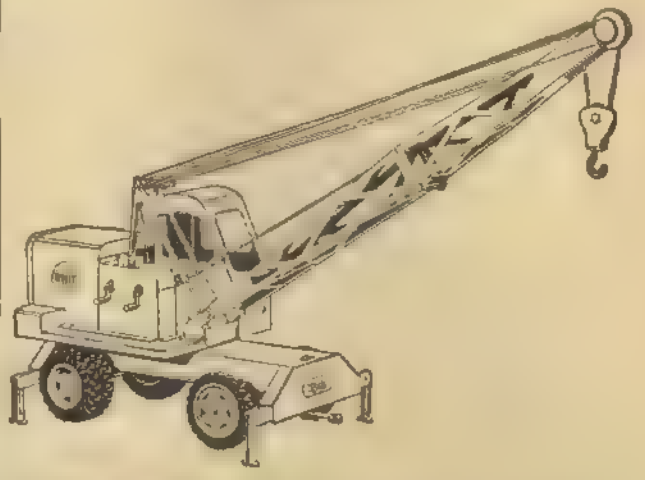


Geared 4-wheel steering, mechanical loading and unloading device, rubber wheels. Light weight, durable, die-cast body. Bright enamel lustre. Individually packed.

| Stock No. | Mfr's. No. | Size In. | Cat. List EACH |
|---|---|---|---|
| 4H2401 | 51 | 12x9x6 | $9.95 |

Two dozen in a carton.

## Unit Mobile Crane



A [illegible] operated cab swings in a full 360° circle. All motions controlled by [illegible] cast wheels, six famous rubber tires. [illegible] Hook and clam shell are standard equipment with the crane and are interchangeable. Both made of heavy steel.

| Stock No. | Mfr's. No. | lb Each | Fact. List EACH |
|---|---|---|---|
| 4H 4815 | 2007 | 8½ | [S]$14.75 |

# Embossing

## Spell It

Consists of 85 squares of letters and numbers. Spelling, addition, etc. Box size 11x14 inches.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 431 | 429 | 30 | $28.20 |

One dozen in a carton.

## Fifteen Puzzle

Contains a variety of problems of sliding block type. Tiles are embossed with numbers from 1 to 15 in ivory on an ebonized block, is smooth sanded and waxed for easy sliding in the box.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 395 | 3209 | 3½ | $5 60 |

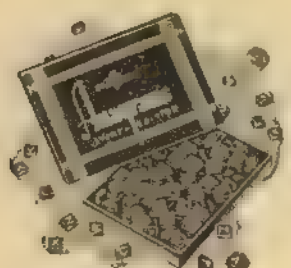
Six dozen in a carton.

## Time Puzzle

Tiles are embossed with Roman numerals from 1 to 12 and one with face of time clock. In ivory on an ebonized block, smooth sanded and waxed for easy sliding in box. A variety of problems can be played with this brain twister.

| Stock No. | Mfr's. No. | lb Doz | Cat. List DOZEN |
|---|---|---|---|
| 4H 394 | 3405 | 3½ | $5 60 |

Six dozen in a carton



## Eye Rest Anagrams

### Embossing

Made from ebonized maple. Raised letters with eye-rest (glare proof) backgrounds. The letters are finished in old ivory and the back of every tile flaunts a beautifully embossed fleur de-lis.

| Stock No. | Tiles | Size Box In. | Sets In Pkg. |
|---|---|---|---|
| 4H 435 | 90 | 5¾x8½ | 6 |
| 4H 434 | 180 | 7 x10 | 3 |

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 435 | 3015 | 8 | $16 20 |
| 4H 434 | 3503 | 11 | 27.00 |

4H435 one-half dozen in a package.
4H434 one-quarter dozen in a package

# Kusan

## Koo-Zoo Blocks

Animals galore. Brilliant colors and crystal clear plastic. Floating fascination and jingling sound appeal. Safely rounded cubes 1½ inch designed to fit baby's hand.

| Stock No. | Mfr's. No. | Pieces Per Set | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 470 | KZ9 | 9 | 8 | $13 35 |
| 4H 471 | KZ20 | 20 | 15 | 26 70 |

4H470 three dozen in a carton; 4H471 two dozen in a carton.

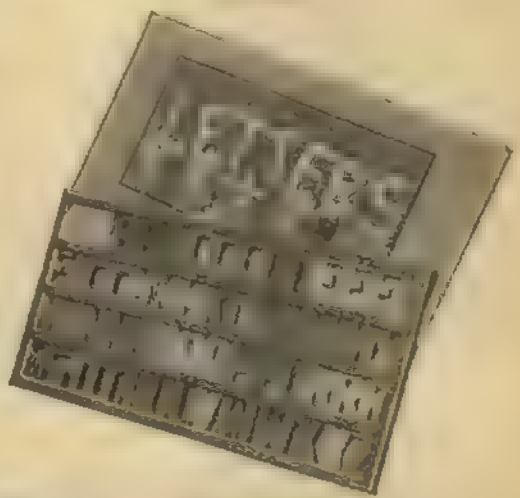
## Koo-Choo Circus Train

A rolling Zoo of wild animals in plastic cages. Smooth wooden bead wheels. Strong steel axles for easy rolling. Sturdy, simple connections between cars. Constructed of sparkling plastic in a myriad of brilliant colors. Twenty-one inches of circus fun.

| Stock No. | Mfr's. No. | Pieces Per Set | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 472 | KC4 | 4 | 13 | $26.70 |

Two dozen in a carton

# Root



Sixty colored enamel letters with glossy finish. All capitols. Size: 1⅛ inches high, ⅜ inches thick. Box size is 16⅛x8x⅝ inches.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 1607 | N160 | 14 | $25 10 |

Three dozen in a carton.

# *At the Toy Fair*
# *International Doll Co.*

We look forward to meeting all our friends and business associates at the annual Toy Fair at the Hotel New Yorker, Rooms 732 - 733.

International Doll Co. will have on display the most spectacular collection of creative dolls ever to appear on the Toy Market!

Mollye, herself, will personally welcome each buyer and help them make their selections for the coming season.

MAIN OFFICE AND FACTORY

## INTERNATIONAL DOLL CO.

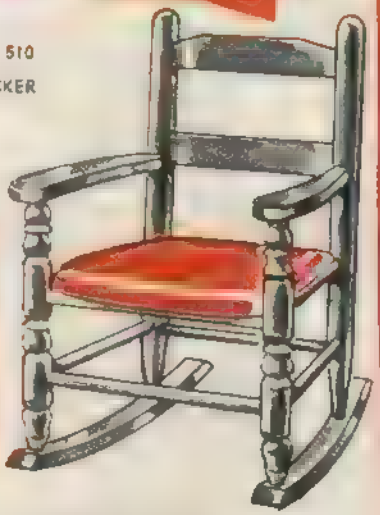
6510-16 UPLAND STREET : PHILADELPHIA 42, PA.

# AGAIN IN '49

America's Lowest Priced CHILDREN'S LINE!

NO 500
TABLE AND
CHAIR SET.

NO. 510
ROCKER



SPACE 542
McALPIN HOTEL

During Toy Fair

*New Styles!*
*New Finishes!*

SEE THIS AMAZING TEST!

I will perform this demonstration daily at my Space, putting my 160-lb. weight on a rung of any chair or rocker. After thousands of such tests, not a single rung has ever broken. See this test with your own eyes any time during the Toy Show.

Table Sets shipped complete one set to each carton

## STURDY *ALL-HARDWOOD* BOLTED CONSTRUCTION!

These are by far the strongest, most durable wooden pieces ever made for children. No. 500 Table and Chair Set and No. 510 Rocker shown above are in solid Oak with 22x28 table top with corner bolt construction in oak veneer. Pearl green finish. Chairs in red leatherette. Priced low enough for quick resale at a good profit to you!

*Your Choice of Three Different Sets . . .*

NO. 100 CHAIR
NO 100 TABLE SET.
NO 110 ROCKER.

All hardwood natural finish. Same Set in Maple finish #200 Rocker #210. Chairs have shaped seats. Table has bolted corner construction.

NO. 400 TABLE AND CHAIR SET.
NO. 410 ROCKER.

Table top 22x28 in. with Oak Veneered top Pearl finish. Table has bolted corner construction. Chairs have shaped seats.

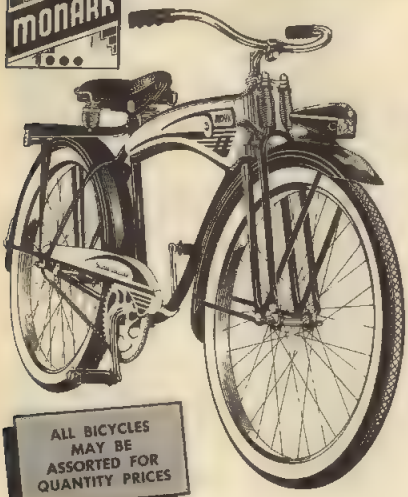
## "ABE" WARSHAWSKY

Selling Agent, HOME MADE CHAIR CO.
948 BOOK BUILDING DETROIT 26, MICH

**TOY CHESTS!**

Something new and different. See them in my Space during the Toy Show. A quick turning from pleased right.

# 1949 MONARK BICYCLES



ALL BICYCLES MAY BE ASSORTED FOR QUANTITY PRICES

## NEW 1949 MONARK SUPER DELUXE

ONE YEAR'S FIRE AND THEFT INSURANCE INCLUDED IN PURCHASE PRICE

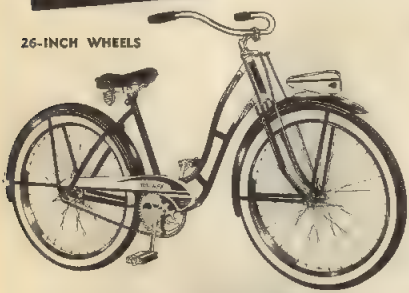
New "Rubber Cushioned" double spring shock absorbers. New "Air-Wing" headshield New designed headlight with "Road-Focus" beam and safety side lights. New "Silver-Wing" fender crest.

New combination "Kromegard" bumper and shock-proof rear reflector unit. New heavy duty luggage carrier with chrome-plated Auto-style grille.

Incorporates all the safety, comfort and streamlined design features desired in a deluxe bicycle. New "Safety Gard" **saddle rail** on "Form-Fit" **saddle** with weather resistant plastic-type cover. New "Air-Wing" **headshield** and chrome-plated **handlebars.** "Rubber Cushioned" **double spring shock-absorbing front fork.** Triple-plate crown tubular fork with steel inset. Reinforced steel tubing at frame head and crank hanger joints. Airline style pedal crank and drive assembly, precision chain, sprockets. New arch-design "Motor-Bike" frame "Silver Wing" fender crest. Air-style design **headlight** with "Road-Focus" beam and safety side lights. **Built in Auto-type tank and horn.** Heavy duty **luggage carrier** with chrome-plated auto-style grille. Combination "Kromegard" bumper and shock-proof **rear reflector** unit. **Whitewall U.S. Royal chain tread double tube balloon tires.** 18½-inch frame . . . 26-inch wheels. Mar-proof and chip-resistant finishes. One Year Fire and Theft Insurance Included in Purchase Price of Each Monark Bike

**No. 48M-4408.** BOYS' MODEL. "Super-Tone" Monark Maroon and Cruiser Red, Monark Maroon, Monark Green, Royal Blue or "Show-Room" Black . . . , each with Gold and Ivory trim.
**No. 48M-4413.** GIRLS' MODEL. "Super-Tone" Sea Green and Pastel Aqua . . . with Royal Blue and Gold trim. Monark Maroon, Monark Green, Royal Blue, "Show Room" Black . . . with Gold and Ivory trim.
LIST 62.95 (Fair Trade) Weight 65 lbs.
Dealer's, each, **51.12.** Lots of 3, each, **49.05.**
Less 2% Net . . . . . **48.07**

26-INCH WHEELS

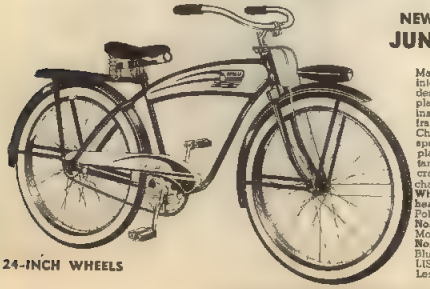


## NEW 1949 MONARK ROADSTER

ONE YEAR'S FIRE AND THEFT INSURANCE INCLUDED IN PURCHASE PRICE

Similar in style and appearance to the Super Deluxe but without many of the "accessories". New "Safety-Gard" **saddle rail** on "Form-Fit" **saddle** with weather-resistant plastic type cover. New arch design "Motor-Bike" frame. Airline style pedal crank and drive assembly; precision chain sprockets. Triple-plate crown tubular fork with steel insert, reinforced steel tubing at frame head and crank hanger joints. New "Stress-Line" truss rods. New combination "Kromegard" **bumper** and shock-proof **rear reflector** unit Air-style design headlight with "Road-Focus" beam and safety side lights "Silver-Wing" fender crest. **Whitewall U.S. Royal chain-tread double tube balloon tires.** One Year Fire and Theft Insurance Policy Included in Purchase Price. 18½-inch frame . . . 26-inch wheels. Mar-proof and chip-resistant finishes.
**No. 48M-4109.** BOYS' MODEL. Same color finishes as Super Deluxe.
**No. 48M-4119.** GIRLS' MODEL Same color finishes as Super Deluxe
LIST 62.95 (Fair Trade). Weight, 58 lbs
Dealer's, each, **44.13.** Lots of 3, each, **42.81.**
Less 2% Net . . . . . **41.76**

## NEW 1949 MONARK JUNIOR DELUXE



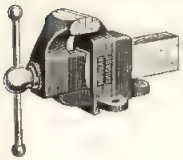
ONE YEAR'S FIRE AND THEFT INSURANCE INCLUDED IN PURCHASE PRICE

Many deluxe features are incorporated into this junior 24-inch mode.. Arch-design "Motor-Bike" frame. Triple-plate crown tubular fork with steel insert. Reinforced steel tubing at frame head and crank hanger joints. Chrome finish truss rods. Double coil spring **saddle** with weather-resistant plastic-type cover **Built-in auto-type** tank and horn. Airline style pedal crank and drive assembly; precision chain, sprockets. Heavy-duty **luggage carrier.** Jewel-type safety **rear reflector. Whitewall U.S. Royal chain-tread double tube balloon tires.** Enameled torpedo-style **headlight.** Mar-proof and chip-resistant finishes. One Year Fire and Theft Insurance Policy included in Purchase Price. 15-inch Frame . . . 24-inch wheels. Weight, 53 lbs.
**No. 48M 1308.** BOYS' MODEL. "Super-Tone" Monark Maroon and Cruiser Red or Monark Green each with Gold and Ivory Trim.
**No. 48M-1319.** GIRLS' MODEL. "Super-Tone" Sea Green and Pastel Aqua with Royal Blue and Gold Trim, or Monark Green with Gold and Ivory trim.
LIST 49.95 (Fair Trade). Dealer's, each, **41.85.** Lots of 3, each, **40.70.** **39.89**

24-INCH WHEELS

*BICYCLES NOT INCLUDED IN OUR PREPAID FREIGHT OFFER*

# MACHINISTS' VISES



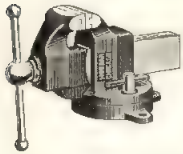
## MORGAN

Adapted to heavy work; made of charcoal iron, all parts carefully machined, fitted and are interchangeable; one-piece forged steel screw; smoothly finished and carefully inspected.

**Solid Jaw and Stationary Base**

A dependable, extremely rigid and durable shop vise; flat base provided with three holes for firm installation on top of bench

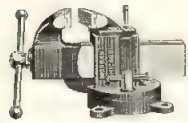
| Vises, Nos. | Width Jaws, In. | Jaws Open, In. | Wt. Each Lbs. | Each |
|---|---|---|---|---|
| A207-30 | 3 | 4 | 23 | $30.40 |
| A207-35 | 3½ | 5 | 31 | 34.20 |
| A207-40 | 4 | 5½ | 43 | 38.75 |
| A207-45 | 4½ | 6¾ | 56 | 47.10 |
| A207-50 | 5 | 7 | 74 | 60.80 |
| A207-60 | 6 | 9½ | 138 | 118.55 |
| • A207-80 | 8 | 12 | 150 | 228.00 |



**Solid Jaw and Swivel Base**

Vise may be swung and clamped rigidly in position, vises 5 in. and larger have double swivel locking attachment Improved base gives a low construction which is very desirable

| Vises, Nos. | Width Jaws, In. | Jaws Open, In. | Wt. Each Lbs | Each |
|---|---|---|---|---|
| A207-130 | 3 | 4 | 32 | $39.50 |
| A207 135 | 3½ | 5 | 44 | 45.60 |
| A207-140 | 4 | 5½ | 57 | 51.70 |
| A207-145 | 4½ | 6¾ | 70 | 60.80 |
| A207-150 | 5 | 7 | 95 | 91.20 |
| A207-160 | 6 | 9½ | 150 | 158.10 |
| • A207-180 | 8 | 12 | 170 | 297.90 |

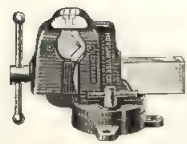


**Adjustable Back Jaw and Swivel Base**

Fitted with a specially designed nut which locks the swivel base in any position; swivel back-jaw permits adjustment to a firm grip on odd shaped pieces.

| Vises, Nos. | Width Jaws, In. | Jaws Open, In | Wt. Each, Lbs. | Each |
|---|---|---|---|---|
| A207-345 | 4½ | 6¾ | 75 | $ 85.10 |
| • A207-360 | 6 | 9½ | 164 | 182.40 |

# COMBINATION VISES



## MORGAN COMBINATION MACHINIST AND PIPE

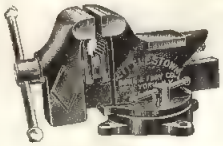
**Swivel Base; With Lugs on Base Plate for Bolting**

For severe service of all kinds, ample cross section where needed, cast iron body, japanned; solid tool steel pipe jaws; oil tempered; reversible front jaw; facings hardened; milled main nut fits milled slot in body; all parts finished in limit gauge and interchangeable.

| Vises, Nos. | A207-88 | A207-288½ | A207-289½ |
|---|---|---|---|
| Width Jaw, In. | 4½ | 5 | 6 |
| Capacity Pipe, In. | ⅛–3 | ⅛–4 | ⅛–6 |
| Weight Each, Lbs. | 72 | 120 | 185 |
| Each | $72.95 | 115.50 | 182.40 |

Freight, Third Class

# VISES

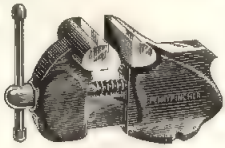


## LITTLESTOWN

- Lock Swivel Base
- Removable Drop Forged Pipe Jaws
- Removable Steel Insert Jaws
- Complete With Lag Bolts

Each

No. A207-400—Vises; 4½ inch jaws, with 5-inch opening, weight each 28 lbs ..... $12.00



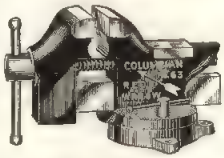
## "PENNYPINCHER"

- Stationary Base
- Tri-Grip Pipe Jaws
- Steel Beam—Forged Steel Handle
- Positive-Locking Collar
- Ample Anvil Surface
- Bright Red Enamel Finish

Each

No. A207-53—Vises; 3½-inch jaws, with 3-inch opening; ¾-inch screw; 4½-inch pitch Acme thread; weight each 9 lbs ..$5 35

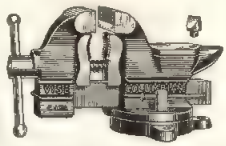
One in Carton



- Swivel Base
- Heavy Steel Beam
- Strong Balanced Castings
- Cold Rolled Steel Screw
- Wide Polished Jaws
- No. 64 Has Steel Jaws

| Vises, Nos. | A207-63 | A207-63½ | A207-64 |
|---|---|---|---|
| Width Jaws, In | 3 | 3½ | 4 |
| Opening, In | 3 | 3½ | 4¼ |
| Pipe Capacity, In | ¼-1¼ | ¼-1½ | ¼ 1½ |
| Weight Each, Lbs | 11 | 13 | 26 |
| Each | $5.50 | 7.35 | 11 00 |

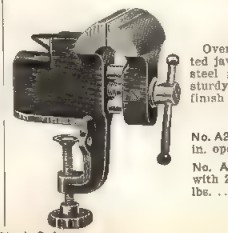
One in Carton



- Heavy Steel Sliding Bar
- Replaceable Steel Jaw Faces
- Removable Pipe Jaws
- Hardened Steel Cut-off Tool
- Cold Rolled Steel Screw
- Anvil Back and Horn

| Vises, Nos. | A207-43 | A207-43½ | A207-44 |
|---|---|---|---|
| Width Jaws, In | 3 | 3½ | 4 |
| Opening, In. | 3½ | 1 | 1½ |
| Pipe Capacity, In | ¼ 1¼ | ½ 1½ | ¼ 2 |
| Weight Each, Lbs | 14 | 17 | 28 |
| Each | $9 35 | 11 35 | 16 00 |

One in Carton



## NORTHERN KING

Oversize; accurately milled and fitted jaws brightly polished; cold rolled steel guides, clamp and wheel grip; sturdy hand lever; baked enamel finish

Each

No. A207-92—Vises; 2 in. jaws with 1⅞ in. opening; wt. each 2¼ lbs....$1.80

No. A207-92½ — Vises; 2½ in. jaws with 2¾ in. opening; weight each 4¼ lbs. ..... 3.00

Open Stock

• Duluth Stock Only

# MOSSBERG TELESCOPE SIGHTS

Freight, First Class

MODEL 5M4

## LOW MOUNTING

### Designed for Use Low on Rifles
### Mount Holds Tube Right Down on Top of the Receiver

**Proper Eye-Relief**—Tube is easily moved away from or toward the shooter's eye

**Internal Adjustments**—Patented "click" screws move cross hair reticule instead of the whole scope tube—¼-minute graduations—entire reticule assembly, including adjusting screws, can be moved along tube to bring cross hairs into sharp focus for the shooter's particular eyes.

**Adjustable Mount**—Even if a perfect job of mounting is not done the scope tube can still be set correctly through the flexibility of the mounting itself.

Retail, Each

***No. P3227-5M4—Telescopes;** with mount; 4-power; field of view 20 feet; length 14⅛ inches; weight each 1 lb. ..... $9.35

MODEL 8M4

## HIGH MOUNTING

### Designed for Use High on Rifles

**Proper Eye-Relief**—Tube is easily moved away from or toward the shooter's eye.

**Internal Adjustments**—Patented "click" screw move cross hair reticule instead of the whole scope tube—¼-minute graduations—entire reticule assembly, including adjusting screws, can be moved along tube to bring cross hairs into sharp focus for the shooter's particular eyes.

**Adjustable Mount**—Even if a perfect job of mounting is not done the scope tube can still be set correctly through the flexibility of the mounting itself.

Retail, Each

***No. P3227-8M4—Telescopes;** with mount; 4-power; field of view 20 feet; length 14½ inches, weight each 1 lb. ..... $9.35

MODEL 4M4

## Designed Especially for the Mossberg 151M Automatic 22-Caliber Rifle

### Fits Into Dovetail Grooves in Receiver of Rifle
### No Drilling and Tapping Necessary

**Scope**—Improved, shorter telescope with patented internal adjustments for windage and elevation. "Click" screws move cross hair reticule instead of the whole scope tube, and have ¼ minute graduations. Adjusting thumb screws for windage and elevation on rear of scope

**Mount**—Simple, strong, low, light plus ease of attachment and adjustment for eye relief—rigid, dependable construction—will not lose or change its adjustment if removed and replaced.

Retail, Each

**No. P3227-4M4—Telescopes;** with mount; 4-power; field of view 20 feet; length 14⅛ inches, weight each 1 lb..... $9.35

## MOSSBERG TELESCOPE MOUNTING CHART

Those marked X will take No. 8M4 only
Those marked XX will take No. 5M4 or No. 8M4
Those marked XXX will take No. 4M4

**MOSSBERG**

26B-26C-26-36A-36B-42A-42B-42C-42M ..... XX
42-42D-44B-44US-45A-45B-46A, 46B-46AT ..... XX
46BT-46M-50-51-51M-51M(b) ..... XX
151M-152 ..... XXX

**WESTERN FIELD**

41-45-46-46A-46B-46C-47-47A-47B-48-390 ..... XX
491A-495A-497A-498A 499A-499E 497B ..... XX

**MARLIN**

A1-A1DL-A1E-80-80S 80C-80DL-81C-81DL ..... XX
27 28 39-39A-39-97-98 (25-20) ..... X

**REMINGTON**

12A 12B 12C-12CS-24 24A 24C-25A- (22 Hornet) 121-241. ..... XX
510-510A-510P-511-511A-511P 512-512A-512P-513S-513T-521T-550 ..... XX
33-33A-34-34-34A-341A-341P-4-6-31-41A-41T-41P-8A-14A ..... X

**SAVAGE**

6-6A-8S-7-7S-19-19H-19L-19M-23A-23AA-23B-23C-23D ..... XX
14-29-29A-29S 4C 5C-23D ..... XX
3-3S-3D ..... X

**STEVENS & SPRINGFIELD**

11-14½-25-37-12-17-20-27-44-71-76-76-976-85 ..... XX
87-87A-087-84C-15-51-55-56C-66C ..... XX
404-414-417-417½-418-418½-416-416-? ..... XX
53D-053D-83-083-056-419 ..... X

**WINCHESTER**

03-53 (25-20) 54 Hornet-56-57-61-63 65 (25-20) 69-69A-72
74 74-75 ..... XX
43 (Hornet) 92 (25-20) ..... XX
06-62-62A-80-60A-67 68-86 ..... X

**IVER JOHNSON**

X-2X ..... X

**HARRINGTON & RICHARDSON**

165-550-150-151 ..... XX

All the Mossberg and Western Field rifles listed above are already drilled and tapped for telescopes. All of the other makes listed must be drilled and tapped before our telescopes can be mounted. The Drill size is No. 20 and Tap size No. 10-32

# SPOTTING SCOPES

### MOSSBERG SPOTSHOT
**Easily Defines .22-Caliber Bullet Holes in the Black at 100 Yards**
**Ideal for Any Long Distance Observation**

Achromatic, erecting objective lens—large eye-piece to prevent glare. Micrometer adjustment for exact focus—clear, sharp image. Metal caps protect lenses at both ends.

Stand can be adjusted horizontally and vertically and holds position firmly. Legs designed for convenience.

Retail, Each

**No. P3227M1—Spotting Scopes;** without stand; 20-power; field of view 7⅛ feet; length, extended 17 inches, closed 12½ inches; weight each 1½ lbs. ..... $24.90
**No. P3227M2—Stands;** folds to 10x3¼x3 inches; weight each 2¼ lbs. ..... 11.90

### MARK 218
**For the Target Shooter**

Carefully ground and polished lenses of finest optical glass, coated to reduce reflections and aid in light transmission. Focused by screwing eye-piece in or out. Synthetic rubber covers protect from dust, water and shock.

Swing-Tilt Scopod has a fully-rotating head and height adjustment. Steel legs.

Each

△**No. P3227-218—Spotting Scopes;** 20-power; without stand; field of view 8 feet; 13x1¾ inches; black wrinkle finish; weight each 2 lbs. ..... $22.50
△**No. P3227-D201—Scopods;** 33 to 60-inch height adjustment; chrome plated; weight each 3½ lbs. ..... 4.75
△**No. P3227 D204—Scope-Saddles;** for mounting scope on stand; black web belt ..... 1.00

△ Western Stock Only

* Not Carried at Spokane

Freight, First Class

# RIFLE TELESCOPE SIGHTS

## WEAVER-SCOPES

G4 on N Side Mount

### MODEL G

**4 and 6-Power Scopes**

**For Rifles of Light Recoil**

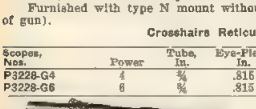
Developed especially for use on .22 rim fire rifles, Hornets, 25-20's and other similar calibers (not for use on high power rifles due to short eye relief).

Achromatic lens system—more light, sharper definition, clearer colors and larger field of view. Accurate, guaranteed windage and elevation adjustments — internal and fully protected. Friction lock adjustment on 4-power model, ¼-inch click on 6-power model. Universal focus—adjusts to user's vision. Blued steel tube.

Furnished with type N mount without charge when ordered (specify make and model of gun).

**Crosshairs Reticule——*Without Mount**

| Scopes, Nos. | Power | Tube, In. | Eye-Piece In. | Lgth. In. | Eye Dist. In. | Field of View, Ft. | Wt. Oz. | Each |
|---|---|---|---|---|---|---|---|---|
| P3228-G4 | 4 | ¾ | .815 | 11½ | 2 | 30 | 6 | $9 75 |
| P3228-G6 | 6 | ¾ | .815 | 13½ | 2 | 20 | 7 | 12 50 |



J2.5 on Detachable Side Mount

### MODEL J

**2½ and 4-Power Scopes**

**For Large and Small Caliber Rifles**

High quality, dependable, weatherproof scopes—easy to clean and adjust. Long eye relief for safe use on big game rifles of heavy recoil.

Double cemented compound achromatic lenses produce a large brilliant field of view, clear and sharp to the edges and providing fast shooting at running game. Accurate, guaranteed windage and elevation adjustments internal and fully protected—friction lock on the 2½-power model, ½-inch click on the 4-power model. Universal focus adjusts to user's vision. Blued steel tube.

**Crosshairs or Tapered Post and Crosshair Reticule (Specify)—*Without Mount**

| Scopes, Nos. | Power | Tube, In. | Eye-Piece In. | Lgth In | Eye Dist. In | Field of View, Ft. | Wt. Oz. | Each |
|---|---|---|---|---|---|---|---|---|
| P3228-J2.5 | 2½ | ¾ | .980 | 10½ | 3—5½ | 37 | 6 | $22.50 |
| P3228-J4 | 4 | ¾ | .980 | 12 | 3—5 | 26 | 6½ | 27.50 |

K2.5 on U Side Mount

K4 on Detachable Top Mount

### MODEL K

**2½, 4 and 6-Power Scopes**

**of Superior Quality**

Top quality scope—sturdy and reliable. Weatherproof, easy-to-clean design. Highly corrected optical system. Exceptionally large lenses provide a wide, brilliant field of view with needlesharp definition right out to the very edge. Usable even though lenses are wet or almost covered with snow. Lenses are coated to reduce glare—makes it possible to aim almost directly into the sun. Windage and elevation adjustments of guaranteed accuracy are internal and fully protected -friction lock on the 2½ and 4-power models, ¼-inch click on the 6-power model. Universal focus adjusts to user's vision. Blued steel tube.

**Crosshairs or Tapered Post and Crosshair Reticule (Specify)—*Without Mount**

| Scopes, Nos | Power | Tube, In. | Eye-Piece In. | Lgth In | Eye Dist In. | Field of View, Ft. | Wt. Oz. | Each |
|---|---|---|---|---|---|---|---|---|
| P3228-K2.5 | 2½ | 1 | 1.335 | 10⅝ | 3—6 | 43 | 8½ | $37.50 |
| P3228-K4 | 4 | 1 | 1.355 | 11¾ | 3—5½ | 31 | 9½ | 45.00 |
| ΔP3228-K6 | 6 | 1 | 1.355 | 13 | 3—5 | 20 | 10½ | 48.50 |
| **Dot Reticule—*Without Mount** | | | | | | | | |
| ΔP3228-K2.5D | 2½ | 1 | 1.335 | 10⅝ | 3—6 | 43 | 8½ | 45.00 |
| ΔP3228-K4D | 4 | 1 | 1.355 | 11¾ | 3—5½ | 31 | 9½ | 52.50 |
| ΔP3228-K6D | 6 | 1 | 1.355 | 13 | 3—5 | 20 | 10½ | 56.00 |
| **Range-Finder Reticule—*Without Mount** | | | | | | | | |
| ΔP3228-K2.5R | 2½ | 1 | 1.335 | 10⅝ | 3—6 | 43 | 8½ | 42.50 |
| ΔP3228-K4R | 4 | 1 | 1.355 | 11¾ | 3—5½ | 31 | 9½ | 50.00 |
| P3228-K6R | 6 | 1 | 1.355 | 13 | 3—5 | 20 | 10½ | 53.50 |

**Reticules Available on Weaver Scopes**

*For mounts see pages 3229-3231

## LYMAN HUNTING SCOPES

### ALASKAN ALL-WEATHER

**2½-Power for High Power Rifles**

Lightweight, low-mounting, with a wide field of vision. Hard Coated Bausch & Lomb polaroid tested lenses of highest brilliance provide a flat and colorless field to extreme edge and reflect a remarkably clear and sharp image. Long, non-critical eye relief. Internal windage and elevation adjustments—1-inch click at 100 yards. Universal focus -adjustable to individual eye. Steel tube.

Each

*No. P3228A1 — Scopes; without mount; choice of 5 reticules (specify—see chart below); 22 mm. diam. tube; 1½-in. eye-piece; lgth. 10½ in.; 5-in. eye distance; field of view 40 ft.; wt. 11 oz.....$80.00

*No. P3228A2—Scopes; without mount; 2½, 3½, 4,4½-minute Lee dot reticules (specify); (2½ minute dot gives shooter a 2½-inch spot at 100 yards, 3½-minute dot a 3½-inch spot, etc.) .....$72.50

Note - Not stocked at Duluth — Factory shipment only, Middlefield, Conn.

### CHALLENGER ALL-WEATHER

**4-Power Ultra Luminosity**

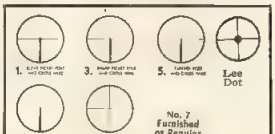
For large and small game hunting, with wide field of vision and long, non-critical eye-relief. Exceptional visibility under adverse light conditions. Positive, internal windage and elevation adjustments ¼-minute clicks. Focus adjustment for the individual eye. Steel tube.

Each

*No. P3228C1 — Scopes; without mount, choice of 5 reticules (specify—see chart below); 26 mm. diam. tube; 1½-in. eye-piece, lgth 11¾ in.; 3—5-in. eye distance; field of view 30 ft., wt. 13 oz.....$85.00

*No. P3228C2—Scopes; without mount; 2½, 3½, 4, 4½-minute Lee dot reticules (specify); (2½-minute dot gives shooter a 2½-in spot at 100 yards, 3½ minute dot a 3½-in spot, etc.) .....$97.50

Note Not stocked at Duluth — Factory shipment only, Middlefield, Conn.




**Reticules Available on Lyman Hunting Scopes**

# Mound Metalcraft

## Steam Shovel

Made of heavy gauge steel. Rubber wheels. Full rotating cab. Rachet crank control. Raw nylon lines. Colors: Red cab and chassis, blue boom and shovel. Individually boxed.

| Stock No. | Mfr's No. | Inches Lgth. | Ht. | Wd. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 100 | 50 | 20¾ | 10½ | 6 | 36 | $28.95 |

One-half dozen in a carton.

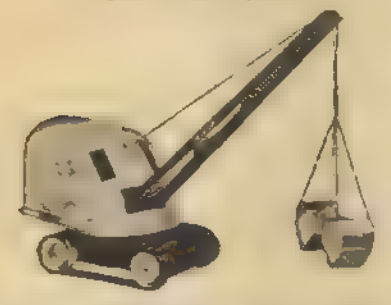
## Deluxe Steam Shovel

Extra heavy steel, factual rubber tractor threads. Plated steel track rollers. Rotating cab. Colors: Orange cab, black chassis, boom and shovel.

| Stock No. | Mfr's. No. | Inches Lgth. | Ht. | Wd. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 101 | 100 | 22 | 10½ | 6 | 51 | $43.10 |

One-third dozen in a carton.

## Crane and Clam



All heavy steel. Raw Nylon control lines. Wide rugged tractor threads of rubber mounted on plated steel rollers. Plated clam bucket and crank arms. Will even pick up a coin from table top. Colors: Bright yellow cab; black chassis and boom. Individually packed.

| Stock No. | Mfr's. No. | Inches Lgth. | Ht. | Wd. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 102 | 150 | 24 | 17½ | 6 | 51 | $49.10 |

One-third dozen in a carton.

## Tractor and Trailer

Sturdy steel construction. Baked blue enamel finish. Attractive decals. Plated loading chain and crank. Universal loading ramps. Tandum rear axle. Rubber tires, 14 wheels. Individually boxed.

| Stock No. | Mfr's. No. | Inches Lgth. | Ht. | Wd. | lb Doz | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 103 | 180 | 30½ | 5¾ | 5½ | 51 | $43.10 |

One-third dozen in a carton.

## Tractor-Trailer-Steam Shovel

Factual scale model of modern industrial equipment. Combination of No. 130 and No. 100. Colors: Orange tractor; blue trailer, orange and black steam shovel.

| Stock No. | Mfr's. No. | Inches Lgth. | Ht. | Wd. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 105 | 125 | 30½ | 12¼ | 6½ | 102 | $85.60 |

One-sixth dozen in a carton.

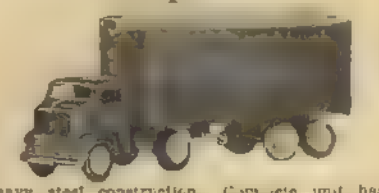
## Tractor-Trailer-Crane & Clam

Factual scale model of modern industrial equipment. Combination of No. 130 and No. 150. Colors: yellow tractor, green trailer, yellow and black crane and clam.

| Stock No. | Mfr's. No. | Inches Lgth. | Ht. | Wd. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 106 | 170 | 30½ | 19¼ | 6½ | 102 | $92.35 |

One-sixth dozen in a carton.

## Transport Van



Sturdy heavy steel construction. Complete unit has 18 wheels. Special H.D. steel plated truck wheels and rims with large rubber tires. Retractable stand. Wheels and locking rear doors. Full floating tandum rear axle. Beautifully designed gold and black decals. Colors: read tractor; red van with silver top.

| Stock No. | Mfr's. No. | Inches Lgth. | Ht. | Wd. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 107 | 140 | 22¾ | 8¾ | 6¼ | 87 | $72.00 |

One third dozen in a carton.

## Dump Truck

All heavy steel. Factual scale model of 1949 popular truck. Dual plated steel truck wheels and rims with large rubber tires. Plated dump control levers. Heavy plated bumper. Colors: Red truck, green dump box.

| Stock No. | Mfr's. No. | Inches Lgth. | Ht. | Wd. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 108 | 130 | 12 | 6½ | 5½ | 38 | $35.30 |

One-half dozen in a carton.

## Hospital Bed and Mattress

Sturdy all steel construction. Adjustable elevating parts simple to operate. Beautiful full size mattress of water repelent cloth with cotton filler. Unusual play value. Color: Bed, white baked enamel finish.

| Stock No. | Mfr's. No. | Inches Lgth. | Ht. | Wd. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 112 | 300 | 26 | 11½ | 15 | 78 | $58.70 |

One third dozen in a carton.

# Structo

## Steam Shovel

Cab revolves, crank controls the automatic unloading of shovel. Color: construction orange. Packed individually.

| Stock No. | Mfr's. No. | Inches Lgth. | Wd. | Ht. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 25 | 100 | 20½ | 6½ | 7½ | 36 | $30.00 |

One dozen in a carton.

## Dump Truck

Rubber wheels. Box raises and unloads automatically. Hood raises. Cardinal red color. Packed individually.

| Stock No. | Mfr's. No. | Inches Lgth. | Wd. | Ht. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 28 | 200 | 20 | 6½ | 6¼ | 53 | $38.75 |

One dozen in a carton.

## Aerial Fire Truck

Rubber wheels. Large bell. Hood raises. Three 15 inch extension ladders. Clever crank control mechanism easily raises and lowers sky-scraper ladders. Red with yellow ladders. Packed individually.

| Stock No. | Mfr's. No. | Inches Lgth. | Wd. | Ht. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 29 | 250 | 24 | 6½ | 6¼ | 47 | $47.70 |

One dozen in a carton.

## Utility Truck

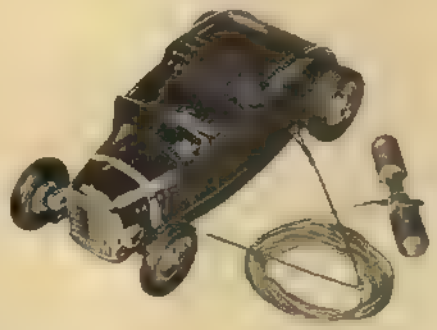
Cab color, cardinal red, body, construction gray. Gravel bucket is raised by turning crank. Top opens automatically to allow bucket to dump load. Truck also dumps. Catch releases automatic locks, dumps entire truck load. Rubber wheels. Hood raises to enable [illegible] motor. Fireball [illegible] motor.

| Stock No. | Mfr's. No. | Inches Lgth. | Wd. | Ht. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 30 | 500 | 21½ | 6½ | 7⅞ | 67 | $66.80 |

One dozen in a carton.

# American Products

## Hot Rod



Made of steel die-cast for toughness. This car is propelled through a tether for whip racing. It is also designed so that a motor can be installed in the rear of the car.

| Stock No. | Inches Lgth. | Wd. | Ht. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|
| 4H 2202 | 9¼ | 4½ | 3¼ | 15¾ | $48.10 |

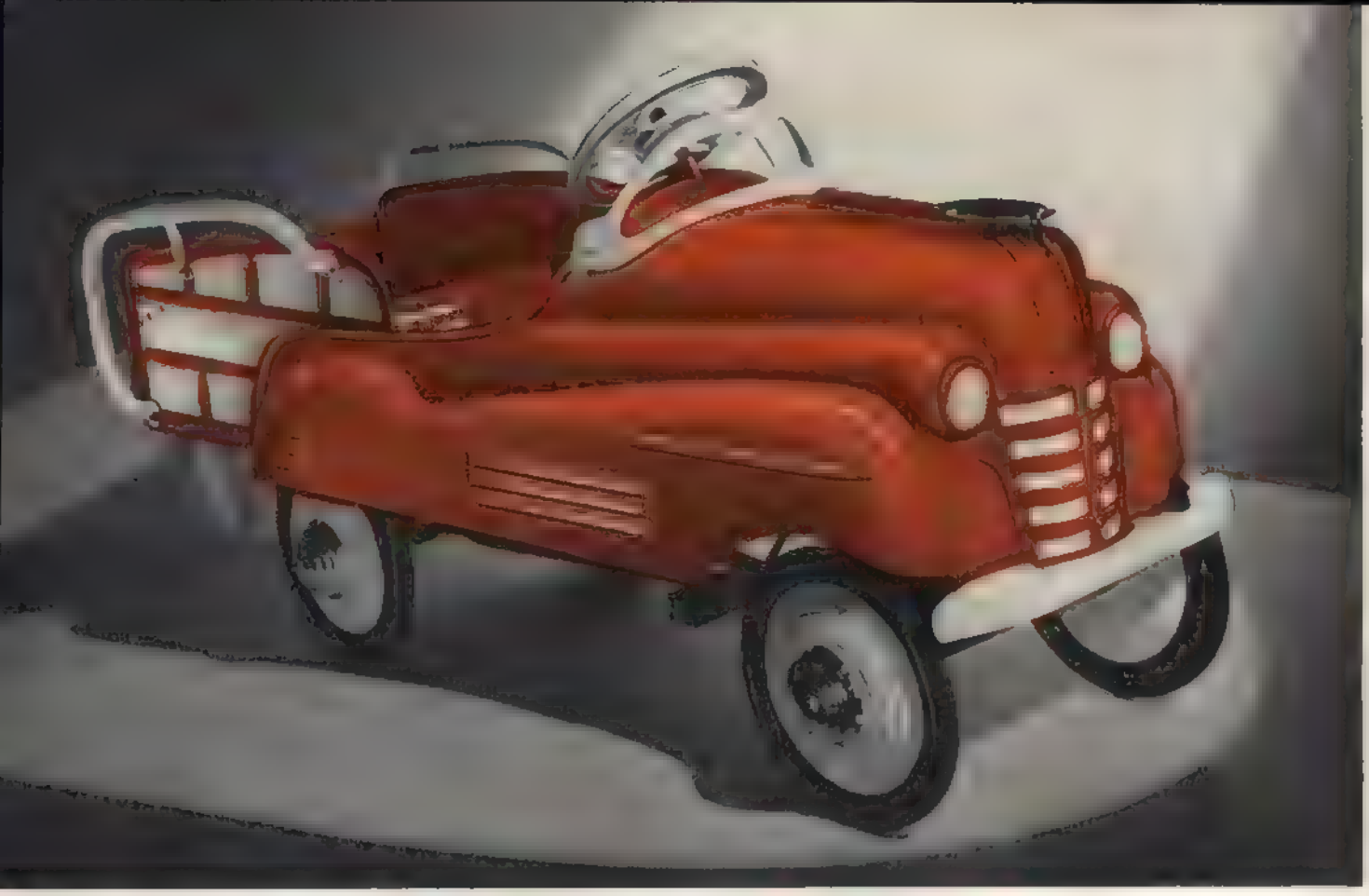
One dozen in a carton.

# A. L. Maxey

## Racing Car

Modern tear drop design. Die-cast of heavy aluminum and highly polished. Cast in motor mounts makes it simple to install engine. Complete with racing cord, bridle and wooden handle. Can be used as a other racing car. Demountable streamlined 4 inch thread rubber tires. Body cast aluminum, highly polished. Bushed wheels. Individually packed.

| Stock No. | Mfr's. No. | Inches Lgth. | Ht. | lb Each | Cat. List EACH |
|---|---|---|---|---|---|
| 4H 2190 | Challenger Jr. | 11 | 2 1/16 | 1 | $3.95 |



# "Sales Sensation"—

## MURRAY OHIO Station Wagon

*Dealers from coast to coast report this outstanding wheel goods item is a truly remarkable sales leader . . . Murray Ohio's quality line includes:* STEELCRAFT *Velocipedes* *Autos* . . . *Wagons* *Tricycles* MERCURY *Bicycles* . . . MUSSELMAN *Coaster Brakes*

**The Murray Ohio Mfg. Co. • Cleveland 10, Ohio**

ILLUSTRATED CATALOG SENT ON REQUEST

SYMBOL OF QUALITY

No. 106—Swing Band Set

No. 414 Hurdy Gurdy

No. 440 Accordion

No. 80 Saxophone

BLAKE AND CONROY CO.

## MUSICAL TOYS

**No. 106 Swing Band**.....Doz. **$48.00**
This set consists of a melody bells with striker and music, violin complete with Bow and rosin, Banjo with pic and shoulder tassel and a leaders baton. All packed in a display box.

**No. 104 Melody Bells**.....Doz. **$16.00**
Melody bells is a colorful musical toy with full tone quality

**No. 105 Banjo**, complete with pic .Doz. **$16.00**
**No. 305 Violin**, Complete with playing stick Doz. **$16.00**

MATTEL CREATIONS

## MUSICAL TOYS

**No. 414 Hurdy Gurdy**.....Doz. **$32.00**
Perfectly tuned music box with long lasting mechanism. Pert faced dancing monkey, gaily dressed. Durable plastic case and rope cord

**No. 415 Lullaby Crib**.....Doz. **$32.00**
A crib, a baby doll and a lullaby. The first successful American developed toy music box. Packaged in a colorful window box.

**No. 418C Uke-A-Doodle Music Box** Doz. **$20.00**
Two toys in one. A real Hawaiian miniature ukulele with music box. Made of durable plastic it comes in assorted colors.

CARLIN BROS. CO.

## ACCORDION

**No. 440 Accordion**.....Doz. **$48.00**
The all plastic "Super Swing" model. 20 brass reeds, plays full scale and chords, 10 keys, plays 20 notes

PROLL PRODUCTS CO.

## MUSICAL INSTRUMENTS—ALL PLASTIC

**No. 3 Saxophone**.....Doz. **$9.60**
**No. 8 Clarinet**.....Doz. **$26.40**
**No. 4 Bugle**.....Doz. **$8.00**
**No. 80 Saxophone**.....Doz. **$32.00**
**No. 40 Clarinet**.....Doz. **$16.00**

COLEMAN & MORRIS CO.

## MUSICAL TOPS

**No. 9-7** 7" Musical Top .Doz. **$9.50**
**No. 10-10** 9" Musical Top .... Doz. **$16.00**

TUDOR METAL PRODUCTS CO.

## MUSICAL TOYS

**No. 600 Banjo**.....Doz. **$48.00**
The body of this great little banjo is 8½" in diameter, the length 22½"

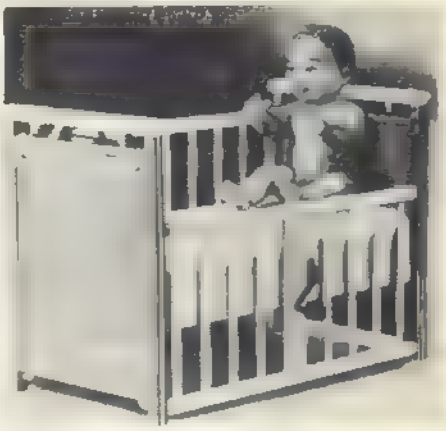
**No. X100 Xylophone**.....Doz. **$16.00**
Contains 8 tone bars, two wooden mallets, 16 page Music Book and instruction sheet.

**No. X200 Xylophone**.....Doz. **$35.00**
Beautifully lithographed in metal with scientific built-in tone chamber. 8 heavy metal tone bars.

PRESSMAN TOY CORP.

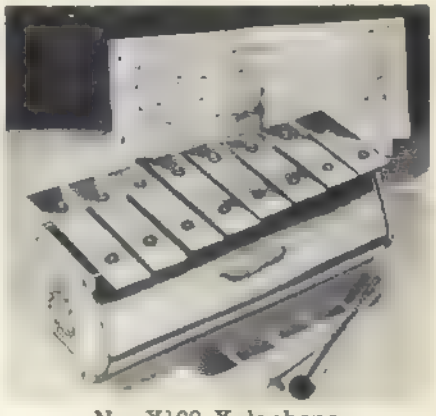
## XYLOPHONE

**No. 1108 Zellophone**.....Doz. **$20.00**
Here is a zellophone with modern design and beautiful tone. Two color plastic frame. Two mallets.

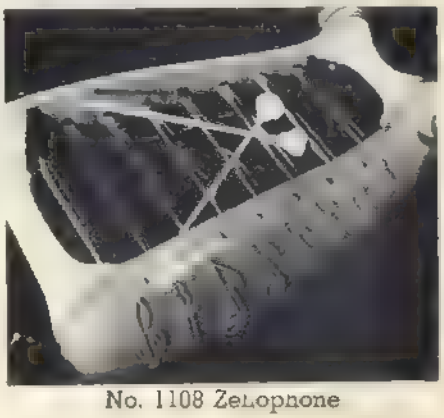


No. 415 Lullaby Crib

No. 418C—Uke-A-Doodle



No. X100 Xylophone



No. 1108 Zellophone

No. B-31 Circus Phonograph

No. B-34 Phonograph

No. 1000 Phonograph

No. 2000 Phonograph

BOETSCH BROS. CO.

## PHONOGRAPHS

**No. B-31 Circus Kiddie Phonograph Ea. $13.70**
Soundly constructed of pressed wood and wooden corner posts. Decorated with a special Zapon paint and employing a metal front with built in grill.

**No. B-34 Electric Amplified Phonograph.....Ea. $35.00**
All electric, amplified for excellent volume and tone with volume control on and off switch to produce excellent reproduction of all records. The case is washable and durable for constant handling.

CARRON MFG. CO.

## PHONOGRAPHS

**No. 1000 Phonographs . . ... Ea. $12.50**
Plus 10% tax.
Strong metal case, baked enamel finish. Pastel blue or green.

**No. 2000 Phonograph... . . . . Ea. $15.70**
Plus 10% tax
Portable case phonograph, ¼ inch strong fiber, covered with leatherette. Color blue, hardware nickeled. Leather handle. Record holder inside lid.

HIGHLAND MFG. CO.

## PHONOGRAPHS

**No. 103 Phonograph—Mellotone .....Ea. $11.00**
Plus 10% tax.
Presswood, exceptionally durable cabinet. Colors red and blue combination.

**No. 120 Phonograph—Tronic. . . .... Ea. $23.20**
Plus 10% tax.
Sturdy aluminum cabinet, colors Pastel Pink, Blue and Ivory. Electronic pick-up, two tubes. Amplifying system, switch and volume control. Speaker contains balanced magnet for quality tone.

PHOTO ELECTRONIC CO.

## TEL-VISION JR. SET

**Tel-Vision Jr. Set.....Ea. $48.00**
A picture phonograph. Now you can see the picture while you hear the record. The record is synchronized with a disc to which is fastened a cardboard strip containing 17 frames of 16 M.M. colored film.

HOLLYWOOD TOY TELEVISION CORP.

## TELEVISION SET

**Hollywood Toy Television Set.....Ea. $12.00**
Simple to play, just plug into an AC outlet, snap the switch and it automatically shows complete real action toy television programs. Completely safe.

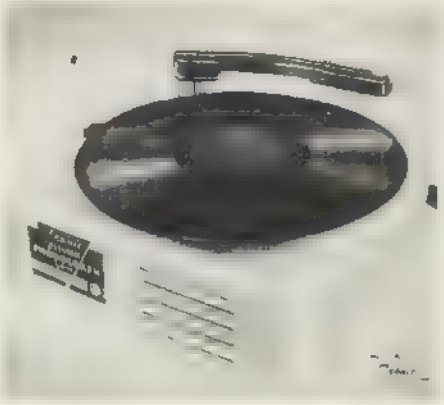
**Extra Films for Hollywood Toy Television Set.....Doz. $16.00**
Famous stars featured in Hollywood Toy Television programs. Gene Autry, Hopalong Cassidy.

WAL FELD COMPANY

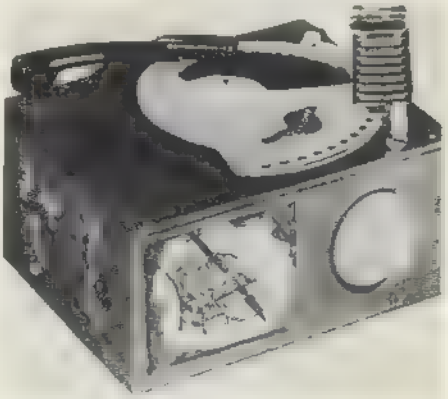
## PHONOGRAPH RECORDS

**No. 5 Unit Records. . ... . . . . Deal $50.80**
This deal consists of 4 doz. boxes of records, 3 records to a box.

**No. D Unit Records . ... . . .....Deal $76.00**
This deal consists of 6 doz. boxes of records, 3 records to a box.



No. 120 Phonograph



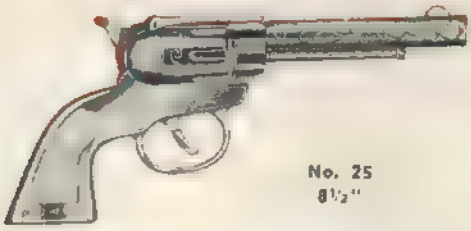
Tel-Vision Jr. Set

Hollywood Toy T-V Set

No. D Record Assortment

# SHOOTING FOR HIGHER PROFITS!!

*Shoot Straight with the "M. A. Henry" Line*

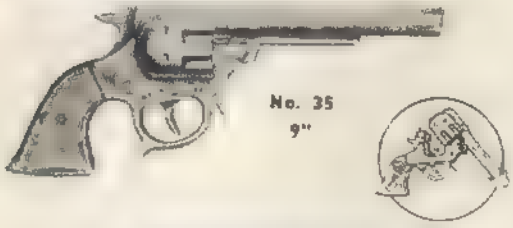


No. 25
8½"

**No. 25—LONE RIDER.** Single shot, repeating action cap pistol. Nickel plated, length 8½", ivory acetate handle with bucking horse design, raised scroll work, easy action trigger. Packed each in a colorful, attractive lithographed box, 3 dozen to shipping carton. Weight aproximately 17 lbs. to carton.

No. 50
8½"

**No. 50—RANGER.** Western style, single shot repeating action cap pistol, nickel plated, length 8½", all over engraved scroll work, large full size horsehead design, ivory acetate handles, sure shot trigger action. Packed each in a colorful attractive lithographed box, 2 dozen to shipping carton. Weight approximately 17 lbs. to carton.



No. 35
9"

**No. 35—TEXAS RANGER.** Unbreakable cap pistol, automatic self-releasing breakbarrel 50 shot repeating action, bright nickel plated finish, engraved. Acetate pearlized handle with steerhead and bucking horse design on handles. Approximately 9" long. Each in an attractive lithographed box. Packed 2 dozen to shipping carton. Weight approximately 20 lbs. to carton

No. 40
9¾"

**No. 40—CHAMPION.** De luxe break-barrel, 50 shot, roll cap repeating action cap pistol, with automatic finger release to break barrel, nickel plated, length 9¾", beautifully engraved, large full size horse head design, ivory acetate grip handles, a beautiful rapid firing western style pistol. Packed each in a colorful, attractive, lithographed box, 1 dozen to shipping carton Weight approximately 12 lbs. to carton

No. 30

**No. 30—OFFICIAL GENE AUTRY SPURS.** Bright nickel plated, unbreakable die cast metal, eight point star-shaped rowel, adjustable length genuine leather cross strap, embossed with the name of Gene Autry on each strap. Each pair in a colorful lithographed box. Packed 3 dozen to shipping carton. Weight approximately 12 lbs. to carton.

## WHY M. A. HENRY PRODUCTS ARE BETTER

1. *SURE-FIRE MECHANISM.*
2. *STURDILY BUILT of STRONG, PRECISION CAST METAL*
3. *WESTERN SCROLL WORK. Beautiful, authentic designs.*
4. *BREAK-BARREL. Smooth repeating action.*
5. *NICKEL FINISHED. Bright lasting mirror-like finish.*
6. *PACKED INDIVIDUALLY in sales-appealing, colorful boxes.*
7. *DUMMY HAMMERS substituted at your request.*
8. *VALUES are TOPS by any comparison*

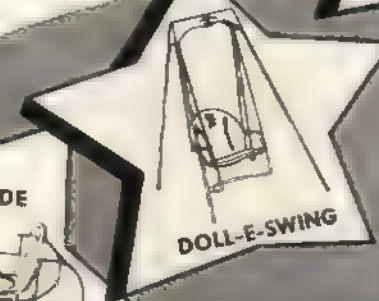
*ORDER NOW*

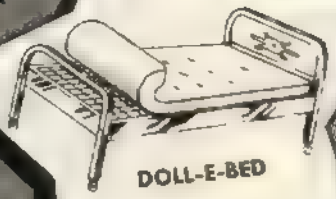
# M. A. HENRY CO., Inc. · 1107 Broadway, New York 10

NEW FACTORY ADDRESS: 445 SO. 10TH AVENUE, MT. VERNON, N. Y.

# THE STAR LINE FOR '49

## Amsco Doll-E-Toys





**2**

**COMPLETE SHOWINGS**

*at the*

**TOY FAIR**

**McALPIN ROOM 1129**

**200 FIFTH ROOM 456**

*Plus* **4** *New* **DOLL-E WINNERS**

Amsco

**AMERICAN**

**METAL SPECIALTIES CORP.**

ALLEGHENY AVE. & C ST. • PHILADELPHIA 34

New York Office: 200 Fifth Avenue—Room 456—Phone OR 3-6548

*There's A Reason Why So Many Buyers Are Switching To*

# "NASCO"

*for* POPULAR PRICED DOLLS

Join the many other buyers who are "in the know" when it comes to top values in popular priced dolls. For 1949 we are featuring

- ALL PLASTIC DOLLS
- LATEX BABY DOLLS with PLASTIC HEADS

*And we are still tops in*

COMPOSITION and DRINKING DOLLS

*at popular retail prices.*

We thank our many friends for the wonderful reception accorded our line during The Toy Fair

## NASCO DOLL, Inc.

2417 PITKIN AVENUE Applegate 7-7131-1832 BROOKLYN 8, N. Y.

*PUERTO RICO REPRESENTATIVE*

PIOVANETTI BROS., 1006 Ponce de Leon Avenue, Santurce 29

SELLS

with the Speed of Light

for under $1.00

## More than a toy

- A utility flashlight — with ideal play value
- Sure fire trigger contact — snaps out on release
- Nickel-finish throughout — won't chip — won't rust
- Long useful life — 2 heavy duty batteries
- Powerful spot-light — scientifically designed reflector
- A *must* with campers
- Great for flashing code
- Adds security at the bedside

Stock Them Today —

*they sell with the speed of light!*

**NATIONAL METAL PRODUCTS**

1816 Boston Road, Bronx, New York

Represented by **DAVID H. FABER** Room 532 200 Fifth Ave. New York, N. Y.

# Profits hit a new HIGH

with the

# HI-SCORE

U. S. REG. APP. FOR

# MARBLE GAME

Size
15 x 8 x 6

*New! Exciting!*

*Hi-Score has Everything!*

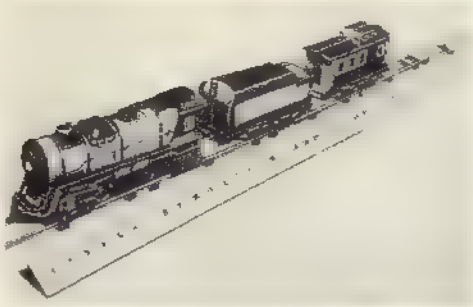
- **Eye Appeal** — 7 bright colors and silver.
- **Play Appeal** — Endless hours of competition for young and old alike.
- **Sales Appeal** — It's big — it's sturdy — it's built for years of fun.

**IT'S PRICED RIGHT— SELLS-ON-SIGHT!**

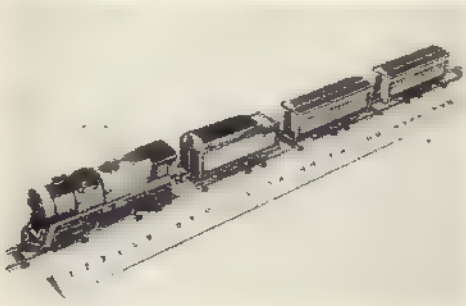
**NATIONAL METAL PRODUCTS**

1816 Boston Road, Bronx, New York

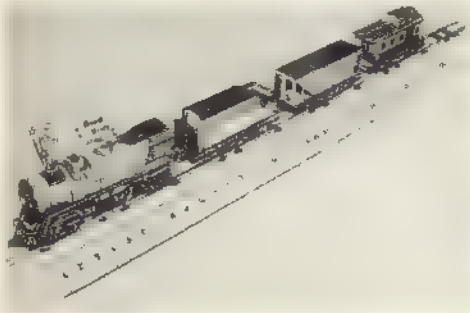
Represented by **DAVID H. FABER** Room 532 · 200 Fifth Ave., New York, N. Y.



No. 400 Mechanical Train



No. 450 P. Mechanical Train



No. 500 Mechanical Train

No. 600 Mechanical Train

UNIQUE ART MFG. CO.

## MECHANICAL TRAINS AND TRACK

**No. 400 Mechanical Freight Train.....Doz. $84.00**

This train set, consists of a large locomotive with bell, tender, one freight car and caboose, track.

**No. 450P Mechanical Passenger Train.....Doz. $72.00**

This train set consists of a large locomotive with bell, tender, two passenger cars, track.

**No. 500 Freight Train.....Doz. $80.00**

This train set consists of a large locomotive with bell and spark, tender, freight car, caboose, track.

**No. 600 Freight Train.....Doz. $96.00**

This train set consists of a large locomotive with bell and spark, tender, box car, gondola car, caboose, track and a crossover.

**No. 104 Straight Track (6 Pieces to Package).....Doz. Pkgs. $8.00**

**No. 105 Track Set.....Doz. Sets $16.00**

This track set consists of a crossover with 4 pieces of straight track and 4 pieces of curved track.

RANGER STEEL PRODUCTS CORP.

## MECHANICAL TOYS

**No. 390 Fast Freight Train.....Doz. $16.00**

Individually boxed. Set includes locomotive, tender, flat car, caboose, station, load of logs.

**No. 400 Train with Base.....Doz. $32.00**

A complete train layout with the track permanently imbedded in a beautifully lithographed landscape.

NOSCO PLASTIC CO.

## PLASTIC MECHANICAL TRAINS

**No. 6321 Plastic Mechanical Train.....Doz. $18.00**

The plastic mechanical streamlined train. Runs on any surface, rug, linoleum, wood, tile, pavement.

**No. 6400 Plastic Mechanical Train and Banked Track.....Doz. $32.00**

This set consists of 10 sections of banked track and a complete freight set. The banked track permits trains to grip the track at higher speeds. The locomotive is equipped with sturdy wind-up motor with automatic brake and draws the train over 35 feet.

ANKERUM MFG. CO.

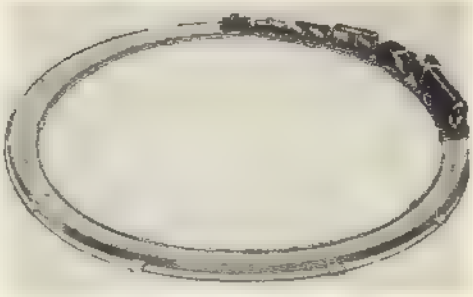
## CHRISTMAS MATS

**No. 36x36 Christmas Mats**
**36x36".....Doz. $16.00**

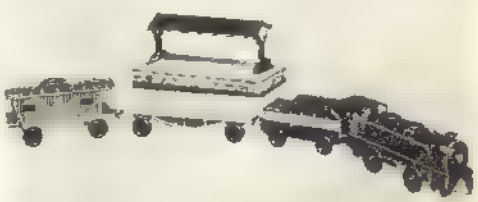
**No. 48x72 Christmas Mats**
**48x72".....Doz. $36.00**

**No. 72x72 Christmas Mats**
**72x72".....Doz. $60.00**

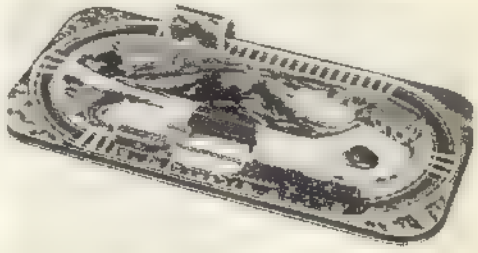
Roll these mats out and fasten them down. Stands rough treatment and will not fade. You can obtain the effect you want with these mats.



No. 6321 Plastic Train



No. 390 Mechanical Train



400 Mechanical Train

Christmas Mats

No. 50 Nativity Set

No. 55 Nativity Set

No. 315 Nativity Set

No. 301 Nativity Set

J. HALPERN CO.

## ICICLES AND SNOW

No. 38 Icicles, ⅜ oz., Pkd. 6 Doz. ..... Doz. .80

No. 75A Icicles, ¾ oz., Pkd. 4 Doz. ..... Doz. $1.40

No. 250 Icicles, 2½ oz., Pkd. 2 Doz. ..... Doz. $3.60

No. 40 Mica Snow, 4 oz., Pkd. 4 Doz. ..... Doz. $1.40

J. HALPERN CO.

## SANTA CLAUS SUIT

No. 6091 Santa Claus Suit ..... Ea. $10.50

LOCKPORT COTTON BATTING CO.

## COTTON BATTING

No. 3 Cotton Batting, No Flame, Fireproofed, Pkd. 6 Doz. ..... Ctn. $20.00

No. 7¾ Cotton Batting, No Flame, Fireproofed, Pkd. 3 Doz. ..... Ctn. $22.80

LOCKPORT COTTON BATTING CO.

## SPARKLE TEX DRAPES

No. 16x64 16x64" Sparkle Tex Drapes, Silver Multi, Pkd 4 Doz. ..... Doz. $ 9.00

No. 32x72 32x72" Sparkle Tex Drapes, Silver Multi, Pkd. 3 Doz. ..... Doz. $18.00

SMITH STEWART CO.

## WRAPPING CELLOPHANE

No. 300PT Transparent Cellophane, 20"x100' long, cutter box ..... Roll $2.30

BRAUN AND CORWIN CO.

## NATIVITY SETS

No. 50 Nativity Set, 15 figures, stable. Pkd. ½ Doz. ..... Doz. $30.00

No. 55 Nativity Set, 18 figures, stable. Pkd. ½ Doz. ..... Doz. $45.60

No. 14N Boxed Nativity Set, 14 figures, display box. ..... Doz. $16.00

GLOLITE MFG. CO.

## NATIVITY SET

No. 315 Nativity Set Illuminated, 14 figures ..... Ea. $ 2.70

No. 301 Nativity Set, Illuminated, Musical, 18 figures ..... Ea. $13.36

AMERICAN METAL SPECIALTIES CORP.

## DOLL-E TOYS

No. 295-12 Doll-E-Swing, Pkd 1 ..... Doz. $32.00
Here's a double value, a doll swing and a rocker. Baked enamel finish in red and ivory.

No. 300-6 Doll-E-HiChairs, Pkd. ½ Doz. ..... Doz. $24.00

No. 301 Doll-E-Glide, Pkd. ½ Doz. Doz. $48.00

No. 304-2 Doll-E-HiChair, Pkd. ½ Doz. ..... Doz. $64.00

No. 311-M-12 Doll-E-Bed and Mattress, Pkd. ½ Doz. ..... Doz. $48.00
Height 9½", overall length 19⅝", width overall 10¾".

No. 312-M-6 Doll-E-Bed and Mattress, Pkd. ½ Doz. ..... Doz. $72.00
Height 12⅜", length 25⅝" width overall 13¾".

No. 314-6 Doll-E-Baths, Pkd. ½ Doz. ..... Doz. $64.00

No. 319-12 Doll-E-Baths, Pkd ½ Doz. ..... Doz. $32.00

No. 300-6 Doll-E Highchair

No. 301 Doll-E Glide

No. 312 M-6 Doll Bed

No. 314-6 Doll Bath

# OUR THANKS TO YOU ALL

**For making our participation in the TOY FAIR an outstanding success**

•

***We're ready to serve you as in the past***

•

**OUR COMPLETE LINE-UP CONSISTS OF:**

**Rubber Skin, Composition and Plastic Dolls and a Full Line of Stuffed Plush Animals**

•

***Remember! If it's natural—It's a NATURAL!***

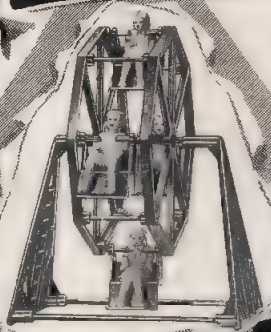
SHOWROOM
200 FIFTH AVENUE, ROOM 319
SAM DRELICH & SON, Representatives

## NATURAL DOLL COMPANY, INC.

134-136 SPRING STREET • NEW YORK 12, N. Y.

COME TO THE FAIR and . . .

***RIDE*** **the** **FERRIS WHEEL**
**a** **NEW** PLASTIC TOY
SENSATION **by** **ALLIED**



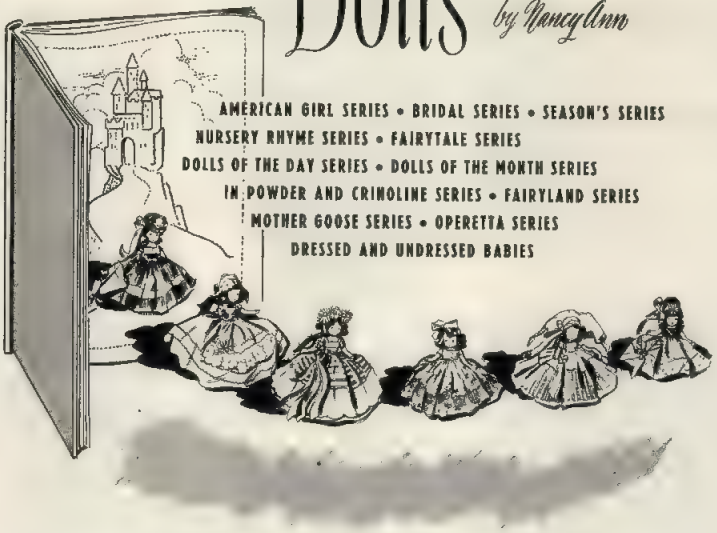
**No. 132—FERRIS WHEEL.** Made in attractive contrasting colors. Complete with 4 removable dolls and seats. Size: 4½" x 6" x 4¾". Individually packed in colorful cellophane window box. Packed 2 dozen to carton with one counter display.

**SUGGESTED RETAIL PRICE: 69c** each complete.

**ALLIED MOLDING CORPORATION**
126-02 NORTHERN BLVD.
CORONA, NEW YORK

# Storybook Dolls

*by Nancy Ann*



AMERICAN GIRL SERIES • BRIDAL SERIES • SEASON'S SERIES
NURSERY RHYME SERIES • FAIRYTALE SERIES
DOLLS OF THE DAY SERIES • DOLLS OF THE MONTH SERIES
IN POWDER AND CRINOLINE SERIES • FAIRYLAND SERIES
MOTHER GOOSE SERIES • OPERETTA SERIES
DRESSED AND UNDRESSED BABIES

**NANCY ANN STORYBOOK DOLLS, INC.**

MANUFACTURERS OF STORYBOOK DOLLS

1298 POST STREET • SAN FRANCISCO 9, CALIFORNIA

*Manufacturer's Representatives:*

*East*
Joseph J. Barrett Inc.
Room 550 200 Fifth Avenue
New York 10, N. Y.

*West*
Lee Schurrer Co.
2840 West 93rd Street
Seattle 7 Wash.

*Mid West*
Hugh D. Kenney
1443 Merchandise Mart
Chicago, Ill

*South*
Melvine Marx
Res.-Governor Clinton Hotel
New York 1, N. Y.

# "IT'S A NATURAL"

34 YEARS MANUFACTURING MERCHANDISE HIGH IN QUALITY, MATERIALS AND WORKMANSHIP AT POPULAR PRICES

*IF*

YOU HAVE NOT YET PLACED YOUR ORDER WE URGE THAT YOU SEND IT IN AS SOON AS POSSIBLE, SO THAT YOU CAN BE SURE OF DELIVERIES

WHEN IN NEW YORK VISIT OUR PERMANENT SHOWROOM

200 FIFTH AVE.
ROOM 319

*Sam Drelich & Son*
*Representatives*

## NATURAL DOLL CO., INC.

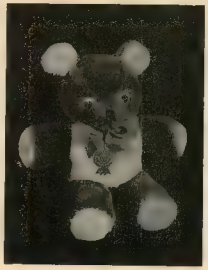
134-136 SPRING STREET NEW YORK, 12, N. Y.

# "IT'S A NATURAL"

MANUFACTURING
MERCHANDISE
HIGH IN
QUALITY
MATERIALS
AND
WORKMANSHIP
AT POPULAR PRICES
FOR 34 YEARS

Orders already placed indicate more "NATURAL" DOLLS and Animals will be sold this season than ever before in our 34 years of manufacturing

## *Have You Placed Your Order Yet?*



WHEN IN
NEW YORK
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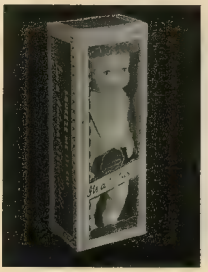
200 FIFTH AVE.
ROOM 319

*Sam Drelich & Son*
*Representatives*



## NATURAL DOLL CO., INC.

**134-136 SPRING STREET** **NEW YORK 12, N. Y.**

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*Representatives*

## NATURAL DOLL CO., INC.

134-136 SPRING STREET
NEW YORK, 12, N. Y.

# "Sales Sensation"—

## MURRAY OHIO Station Wagon

*Dealers from coast to coast report this outstanding wheel goods item is a truly remarkable sales leader . . . Murray Ohio's quality line includes:* STEELCRAFT *Velocipedes* *Autos* *. . . Wagons* *Tricycles* MERCURY *Bicycles* *. . .* MUSSELMAN *Coaster Brakes*

**The Murray Ohio Mfg. Co. • Cleveland 10, Ohio**

ILLUSTRATED CATALOG SENT ON REQUEST

SYMBOL OF QUALITY

# "IT'S A NATURAL"

ALL THAT THE NAME IMPLIES

SINCE 1915 ONE OF AMERICA'S GREATEST
POPULAR PRICED LINE *of* DOLLS *and* STUFFED TOYS

- Stuffed Dolls
- Compo Dolls
- Natural Skin-Like Dolls
- Plastic Dolls
- Nursing, Wetting, Sleeping Dolls
- Crying All Rubber Dolls
- Stuffed Animals

*They'll all be there—At the Fair*

AND IN OUR REGULAR ROOM

**454**

**McALPIN HOTEL**

*IN ATTENDANCE*

Charles Colombo - - Emil Hoenig

AND IN OUR PERMANENT SHOWROOM

319

200 FIFTH AVENUE

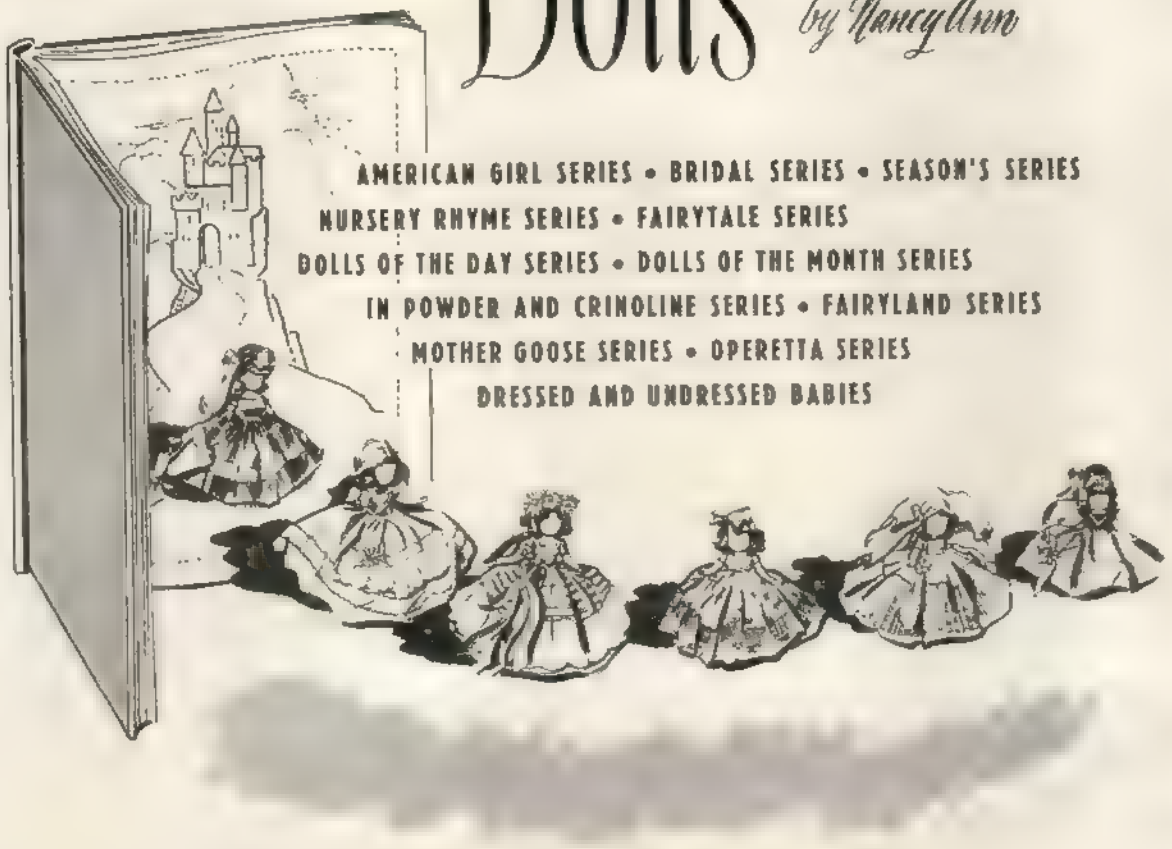
Sam Drelich & Son - Representatives

**NATURAL DOLL CO., INC.**

134-136 SPRING STREET NEW YORK 12, N. Y.

# Storybook Dolls

by Nancy Ann



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NURSERY RHYME SERIES • FAIRYTALE SERIES
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DRESSED AND UNDRESSED BABIES

**NANCY ANN STORYBOOK DOLLS, INC.**

MANUFACTURERS OF STORYBOOK DOLLS

1298 POST STREET • SAN FRANCISCO 9, CALIFORNIA

# NEWELL AIRFIRE NEWELL SUB-MACHINE GUN

## *The Sensation of the TOY FAIR*

**IT WAS GREAT IN '48**
**BUT YOUR SALES IN '49**
**WILL BEAT THAT ANYTIME!**

**USES STANDARD TABLE TENNIS BALLS FOR AMMUNITION.**

**$2.98**
*Fair Traded*

***Don't sell less than the best.***
***Don't sell less than a NEWELL.***

**Individually packed in an attractive three-color carton that forms a handy target.**

**Barrel and ammunition chamber made of Reynolds heavy aluminum stock and foregrip of Tenite plastic. Light walnut finish.**

**Packed one dozen to shipping carton. Weight: 25 pounds per dozen.**

MANUFACTURED BY

**Newell Manufacturing Co.**

LOWELL, MICH.—U.S.A.

PENNY SINGLETON

Penny Singleton and her doll-daughter, Susan, visit the Hollywood Doll Mfg. Co. in Glendale. Through these portals pass the most beautiful dolls in the World—not only referring to Penny Singleton and Susan, but the thousands of Hollywood Dolls stacked against the walls, for delivery to small "collectors" all over the world

*The Hollywood Doll Mfg. Co.*

*Wish to announce their New Arrivals*

1949 BABY DOLLS

FOUR INCHES LONG, WILL SIT DOWN—MOST NATURAL BABY LOOK IN PLASTIC MOVABLE ARMS, LEGS AND HEAD

FIFTEEN DIFFERENT STYLES IN THIS SERIES

SUITABLE FOR COLLECTION OR TO PLAY WITH

WRITE HOLLYWOOD DOLL FOR PRICES AND FURTHER INFORMATION OR CONTACT OUR REPRESENTATIVE IN YOUR TERRITORY

HOLLYWOOD DOLL

TRADE MARK REG

Each Hollywood Doll, with her own little story, comes packed individually in an attractive box.

•

**All Hollywood Dolls with Movable Heads, Arms and Legs**

•

Nursery Rhyme Series
Idyll Series
Lucky Star Series
Little Friends Series
Garden Series
Playmate Series
Toyland Series

LITTLE GIRL WHERE HAVE YOU BEEN

TOYLAND SERIES

# Hollywood Doll Manufacturing Company

**1708 Standard Avenue, Glendale 1, California**

*REPRESENTATIVES:*

McCLELLAN & SIDEBOTTOM - - - - - - - - - 1355 Market St., San Francisco 3, Calif.
SALLY BEASLEY - - - - - - - - - - 1025 Santa Fe Bldg., 2nd Unit, Dallas 2, Texas
FRANK C. NOLAN - - - - - - - - - - Terminal Commerce Bldg., Philadelphia, Pa.
EDWARD L. TAYLOR - - - - - - - - - - - - 242 Bryant St., Buffalo, N. Y.

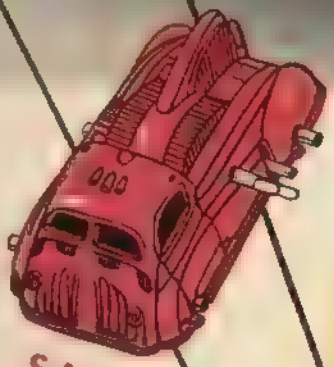
MECHANICAL

# Nosco Auto-mites

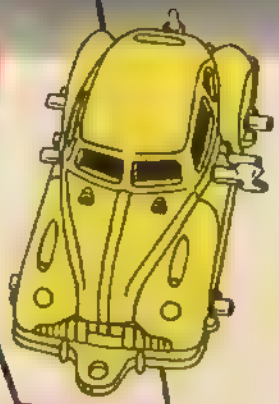
WIND-UPS

SPEED CARS

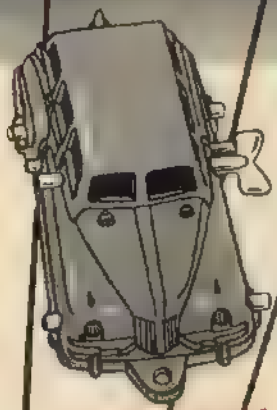
WELL BUILT



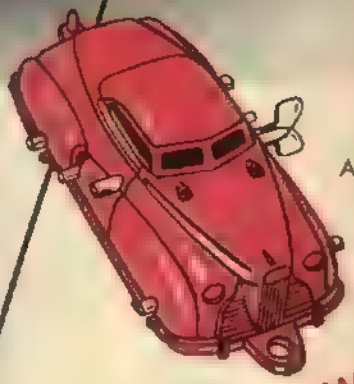
SAFE WRECKER



STURDY COACH



SPEEDY SEDAN



SHOWY COUPE

2/3 ACTUAL SIZE

## Mechanical Autos Only 19c RETAIL!

Nosco has another first in mechanical toys — mechanical cars that sell for only 19c.

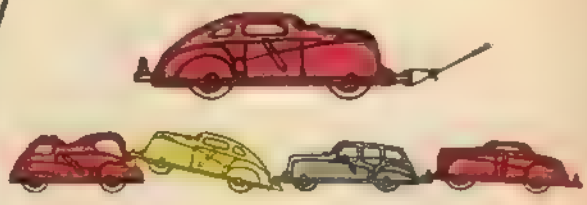
The Nosco Auto-mites are four well constructed plastic wind up cars — tow truck, sedan, coupe, and coach. Cars are propelled over 15 feet by reliable spring motor with a patented drop gear that permits free wheeling. Exact models of actual cars, the Auto-mites appeal to all children.

Help yourself to profit—order your supply now—you'll sell a lot of colorful Nosco Auto-mites.

*Remember!* Nosco Toys are "sell engineered."

SEE THE 1949 NOSCO LINE AT THE TOY FAIR ROOMS 704-706 HOTEL McALPIN

Catalog No. 6360. Molded in Bright Red, Yellow, Blue, and Green colorful plastic. Size 3½" long, 1½" high and 1⅝" wide. Write for Bulletin NP-249 covering the latest additions to Nosco toy line.



Auto-mites have extra play value for they can all be hooked together or run individually.

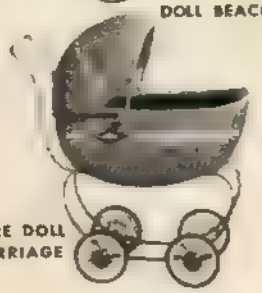
*Nosco Toys Run Everywhere*

**NOSCO PLASTICS • Erie, Pa., U.S.A.**

CUSTOM MOLDERS OF BETTER ENGINEERED PLASTICS

CROQUET SET

DOLL BEACH CART



FIBRE DOLL CARRIAGE

DOLL COACH

TABLES AND CHAIRS

# 4 Good Reasons for handling SOUTH BEND TOYS

**1** ***FAMED FOR STYLE AND WORKMANSHIP***

75 years experience in building fine toys has gained huge acceptance for South Bend. Life-like styling and high standards of construction appeal to parents and children alike.

**2** ***POPULAR PRICES ATTRACT CUSTOMERS***

Large volume manufacture in all price ranges not only permits lower prices, but offers a customer the exact model to fit his purse. Important, too, are the substantial freight savings gained by getting all 3 types of doll carriages from South Bend!

**3** ***NATIONALLY ADVERTISED***

Over 2,000,000 buying families are told about South Bend Toys in large, prominent advertisements in national consumer magazines, such as PARENTS' and HOLIDAY.

**4** ***COMPLETE LINE***

South Bend offers a wide selection of models for every need. Croquet sets are available in 8 different models in 4 and 6 ball sets. Doll carriages in beach cart, coach, and fibre types each come in several sizes. Table and chair sets are likewise offered.

**SOUTH BEND TOY MFG. CO., SOUTH BEND 23, IND.**

COMMENDED BY PARENTS' MAGAZINE

SOUTH BEND Toys

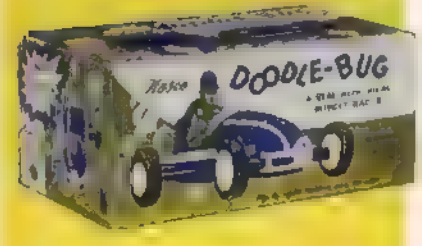
**SALES REPRESENTATIVES**

*Eastern* Julius Levenson, 7 E. 17th St., N.Y.
*Southern* Louis Williams, Nashville Tenn.
*Midwest*—South Bend Toy Mfg., So. Bend, Ind.
*So. Calif. & S. W.*—Anderson Sales Company, 740 W. 10th Place, Los Angeles 15, Calif.
*No. Calif.* Standard Toy Agencies, 718 Mission, San Francisco, Calif.
*Denver & Pac. N. W.*—Leo Scherrer, 2840 W. 94rd St., Seattle 7, Wash.

TAKE HOLD OF
THIS SENSATIONAL
TRAFFIC BUILDER
Nosco's Toddler
PULL-TOY
Colorful FREIGHT TRAIN
ATTRACTIVELY PACKAGED TO Sell
Nosco has added a pull-toy to pull more profits for you. The popular freight train has been de-mechanized and attractively packaged for the terrific tiny tot market. For that fast toy pick-up sale, the Nosco pull-toy is handily packaged in a clear view cellophane top box that protects and sells. This new toy is a 'natural' for the toddler age group—a safe toy. Molded of colorful plastic, these six individual cars hook together to make a train every child likes. Don't miss this profit builder.
Order Catalog No. 6877. Six cars, each in a different color—red, blue, green, and yellow. Attractive, colorful window box.
Write for Bulletin NT449
Nosco Toys are "Sell Engineered"
NOSCO PLASTICS, Erie, Pa., U. S. A.
CUSTOM MOLDERS OF BETTER ENGINEERED PLASTICS

# Nosco DOODLE-BUG midget racer

in WINNER'S CIRCLE




**THE NOSCO DOODLE-BUG** is the authentic midget racer in the mechanical toy field. Nothing was spared in making Doodle-Bug a truly deluxe large scale racer, packed with appeal for children in a wide age range; yet it is popularly priced. Doodle-Bug is not merely a toy—it is a colorful replica of the real midget racers. Quality molded in sparkling colors—driver and trim in contrasting colors—windshield of clear lucite. Special rubber tires have genuine racing tread. Super-charged with powerful clock-type wind-up motor, this sensational racer runs at high speed over 100 feet and is also equipped for tether racing. Give the Nosco Doodle-Bug the inside track and get your toy department in the winner's profit circle.

Order Catalog No. 6381. Mechanical midget racer molded in red, blue, green, and yellow. Driver and trim in contrasting colors—windshield, clear. Rubber tires. Size: Overall length 10", width 5½", height 4½". Boxed in attractive package.

Write for Bulletin NP 349.

NOSCO TOYS ARE "SELL ENGINEERED"

**NOSCO PLASTICS, Erie, Pa., U. S. A.**

CUSTOM MOLDERS OF BETTER ENGINEERED PLASTICS

# Lippy *

## FOR THE "CRIB-CROWD"

- HE FLOATS
- HE ROCKS
- HIS EYES ROLL
- HE QUACKS

for the
BEACH
BATHTUB
PLAYPEN
or FLOOR

At home on land or water, Lippy floats and rocks; as he rocks, his eyes roll and his realistic bill opens and shuts to make quacker conversation. Lippy is made of tenite, a tough, shatter-proof plastic. His gay lustrous colors cannot chip or peel. Frequent swims will not rust this toy, because tenite is non-corrodible, and as everyone knows, water slides easily off a duck's back.

colors: PINK, BLUE, YELLOW, WHITE

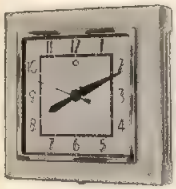
retails at
$1.98
NO. 340

#4

TOY CENTER OF AMERICA

Freight, Second Class

# NUTONE ELECTRIC DOOR CHIMES



## NUTONE *Clock and Chime*

Combination 2-Door Chime and Attractive Electric Clock
Larger, Better-Looking, With Easily Readable Dial
Square Dial in Attractive White and Chrome Combination
Square White Enamel Cover — Chrome Dial Trim
Self-Starting Clock — Operates on 115 Volts A. C.
Door Chime Operates on a Good Chime Transformer
Two Notes Front Door — One Note Rear Door

| | Each |
|---|---|
| No. S1315K38—Clock Chimes; size 9 x 9 x 3 inches; 6⅝ inch dial; weight each 5⅞ lbs.. | $14.95 |

Six in Package

## NUTONE *Continental*

Fingertip Volume Adjustment On Each Tube

Ivory plastic cover with satin-brass trim blends with three long brass tubes. (Center tube for decoration only). New power unit for exquisite tone.

Two Notes Front Door
One Note Rear Door

| | Each |
|---|---|
| No. S1315K32—Door Chimes; size 42x7¾x3 inches; wt. each 6 lbs. ..... | $12.95 |

Six in Package

## NUTONE *Deluxe*

Short Tube—Smartly Styled
Two Notes Front Door—One Note Rear Door
Ivory Enamel—Brass Tubes and Trim

| | Each |
|---|---|
| No. S1315K24B—Door Chimes; 12¾ x 7⅛ x 2¾ inches; weight each 2¾ lbs..... | $6.95 |

White Enamel—Chrome Tubes and Trim

| | |
|---|---|
| No. S1315K24C—Door Chimes; 12¾ x 7⅛ x 2¾ inches; weight each 2¾ lbs..... | 6.95 |

Six in Package

## NUTONE *Regal*

Fingertip Volume Adjustment On Each Tube

Ivory enamel cover sets off handsome hammered brass decoration and two long, brushed brass tubes. New, noiseless power unit.

Two Notes Front Door
One Note Rear Door

| | Each |
|---|---|
| No. S1315K27 — Door Chimes; size 38⅝x7⅞x2¾ inches; wt. each 5 lbs. ..... | $8.95 |

Six in Package

## NUTONE *Jewel*

Colonial—with a touch of the modern Walnut finish with satin brass tubes Cover cast in one piece New, noiseless power unit In 2-color gift carton

Two Notes Front Door—One Note Rear Door

| | Each |
|---|---|
| No. S1315K22—Door Chimes; 9x7x3 inches, weight each 4½ lbs. ..... | $9.95 |

Six in Package

## NUTONE *Mt. Vernon*

Exclusive Patent—Protected Design

Colonial elegance, faithfully reproduced in hammered brass Harmonious three-tube effect Furnished packed in a beautiful two-color gift carton

Two Notes Front Door—One Note Rear Door

| | Each |
|---|---|
| No S1315K20—Door Chimes; 11¾x7x3¼ in., weight each 3 lbs. ..... | $8.95 |

Six in Package

## NUTONE *Commander*

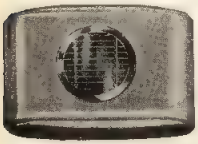
A Sleek Beauty in Lustrous Plastic
Two Notes Front Door—One Note Rear Door
Ivory—Satin-Brass Tubes and Trim

| | Each |
|---|---|
| No. S1315K16B — Door Chimes; 6¾x7x2¾ inches weight each 2¼ lbs . . . | $5.95 |

White—Chrome Tubes and Trim

| | |
|---|---|
| No S1315K16C — Door Chimes; 6¾x7x2¾ inches; weight each 2¼ lbs..... | 5.95 |

Six in Package



## NUTONE *Leader*

A shapely and compact chime, perfect for the small kitchen or hall-way spaces. All-metal cover.

Two Notes Front Door
One Note Rear Door

Ivory Enamel — Satin-Brass Louvre

| | Each |
|---|---|
| No. S1315K10B—Chimes; 6⅝x4½x2¼ in ; wt. ea. 1¾ lbs | $3.95 |

White Enamel — Chrome Louvre

| | |
|---|---|
| No. S1315K10C—Chimes; 6⅝x4½x2¼ in , wt. ea 1¾ lbs. . | 3 95 |

Twelve in Package

## NUTONE *Skyline*

All-plastic—built-in double resonators for better tone. Matching plastic shield for top or bottom tone bar.

Two Notes Front Door
One Note Rear Door

Ivory Enamel — Brass Trim

| | Each |
|---|---|
| No. S1315K14B—Chimes; 7⅝x4⅜x2½ in.; wt ea 1¾ lbs. | $5.50 |

White Enamel—Chrome Trim

| | |
|---|---|
| No. S1315K14C—Chimes; 7⅝x4⅜x2½ in ; wt ea. 1¾ lbs... | 5.50 |

Six in Package

# TWO OUTSTANDING VALUES
## AT *ROCK*-BOTTOM PROMOTION PRICES!

SIZES 4 to 14
Samples and Quotations Immediately
A complete line of JUVENILE FOOTBALL UNIFORMS and BASE-BALL SUITS on display at the TOY CENTER the year 'round
Cotton Flannel 5-Piece "Home Run" Special Suggested Retail: $2.68
8 - Ounce Flannel 3-Piece "Semi-Pro" Suggested Retail: $3.75

**MAJOR SPORTSWEAR CO., Inc.**

*Permanent Showroom:* HAROLD SHANDLER, Suite 456, 200 Fifth Avenue, New York 10, N. Y.
*Factory:* 55 Greene Street, New York City

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SCARNE'S

# CHALLENGE

IS TERRIFIC! . . .

because it's so different, say buyers who have seen it

**ROOM 309—200 FIFTH AVE.**

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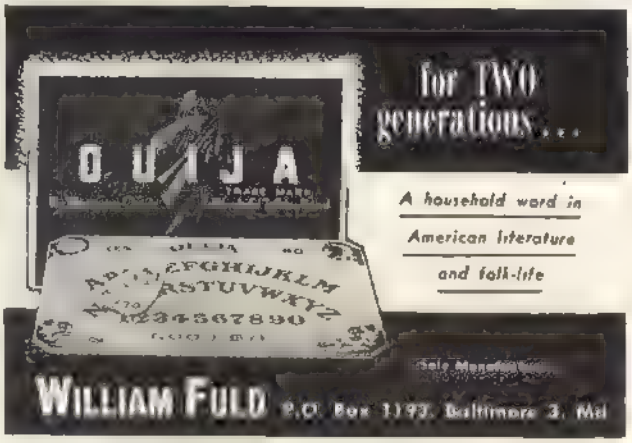
for TWO generations . . .
OUIJA
TRADE MARK
A household word in American literature and folk-life
WILLIAM FULD P.O. Box 1193, Baltimore 3, Md

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**WHAT IS HE?**

SEE MARCH ISSUE

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*MAKERS OF FINER TOYS FOR GIRLS AND BOYS*

**TOY FOUNDERS INCORPORATED**
112 E. ATWATER STREET
DETROIT 26, MICHIGAN

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**THE "POLICE PATROL"**
One of the new models of the famous PEDAL WAGON* Line

Write for specifications & prices

**THE HETTRICK MFG. CO.**
TOLEDO, OHIO

"There'll always be a Christmas"

# POPULAR BOOKS, GAMES, PUZZLES

## COLORING BOOKS

| | | |
|---|---|---|
| 1034 | Santa's Coloring Book | $9.00 gr. |
| 4512 | Great Big | 2.00 dz. |
| 2268 | Assortment | 9.00 gr. |
| 2376 | Assortment | 1.20 dz. |
| 4516 | Jumbo | 4.00 dz. |
| 1306 | Christmas Stocking | 1.20 dz. |

## PAPER DOLLS

| | | |
|---|---|---|
| 2266 | Assortment | $9.00 gr. |
| 2267 | Assortment | 9.00 gr. |
| 5161 | Rita Hayworth | 4.00 dz. |
| 5153 | Tony | 3.75 dz. |
| 5154 | Marcella | 3.75 dz. |
| 5215 | Papoose Cut-outs | 4.00 dz. |

## ACTIVITY ITEMS

| | | |
|---|---|---|
| 402 | Pushout and Paste | $2.40 dz. |
| 4010 | Pasting without Paste | 2.40 dz. |
| 4015 | Follow the Dots | 2.40 dz. |
| 4019 | Wet the Brush | 2.40 dz. |
| 4020 | Rub A Pencil | 2.40 dz. |
| 565 | Wet the Brush | 4.80 dz. |
| 5000 | Rub A Pencil | 4.80 dz. |
| 5003 | Follow the Dots | 4.80 dz. |
| 5010 | Paste without Paste | 4.80 dz. |
| 5013 | Tracing Box | 4.80 dz. |
| 5016 | Indians and Cowboys | 4.80 dz. |
| 896 | Activity Box (20) | 8.00 dz. |
| 884 | Play and Count | 10.00 dz. |
| 586 | Activity Box | 4.80 dz. |
| 504 | Electric Magic | 4.00 dz. |
| 714 | Series | $3.75 dz. |
| 847 | Farm Yard | 9.60 dz. |
| 6203 | Toys | 9.60 dz. |
| 2803 | Donkey Party Game | $9.00 gr. |
| 2890 | Scrap Book | 9.00 gr. |

## STORY BOOKS

| | | |
|---|---|---|
| 1901 | Series of 4 Titles | $9.00 gr. |
| 448 | Travel Series of 6 Titles | 2.10 dz. |
| 4530 | Night before Xmas | 2.40 dz. |
| 713 | Series of 6 Titles | 4.50 dz. |
| 670 | Mother Goose | 6.00 dz. |
| 769 | Puppy Stories | 6.00 dz. |
| 771 | Bedtime Stories | 6.00 dz. |
| 4507 | Mother Goose | 2.40 dz. |
| 4505 | Here's Fun | 2.40 dz. |

## REAL CLOTH BOOKS

| | | |
|---|---|---|
| 5900 | Linen Series of 4 | 4.80 dz. |
| 5901 | Farm Animals | 6.00 dz. |
| 5902 | Animal Pets | 6.00 dz. |

## CLOTHLIKE BOOKS

| | | |
|---|---|---|
| 406 | Ducky, Ducky | $2.80 dz. |
| 4511 | Peak-A-Boo | 2.80 dz. |
| 105 | Bible Stories | 4.50 gr. |
| 317 | Series of 4 Titles | 9.00 gr. |

## ANIMATED BOOKS

| | | |
|---|---|---|
| 4529 | Assortment of 6 | 2.40 dz. |

## SEWING CARD BOXES

| | | |
|---|---|---|
| 4499 | Assortment of 4 Boxes | $2.40 dz. |
| 4550 | Assortment of 2 Boxes | 4.80 dz. |

## PUZZLES

| | | |
|---|---|---|
| 100 | Judy Puzzles | $8.00 dz. |
| 7327 | Puzzle | 2.00 dz. |
| 1858 | Puzzle | 6.00 dz. |
| 7340 | Juvenile Puzzle | 1.80 dz. |
| 7450 | Puzzle | 7.20 dz. |
| 7401 | 600 Pc. Puzzle | $6.50 dz. |
| 7301 | 500 PC. Puzzle | 2.80 dz. |
| 7303 | 500 Pc. Puzzle | 3.00 dz. |

**MAIL OR PHONE ORDERS CHEERFULLY ACCEPTED—JUST DIAL 8244**

# TOYS FOR THE YOUNG HOUSEKEEPER

"There'll always be a Christmas"

### No.5008 DEBUTANTE

Here's the most outstanding value on the market. 29-inch swivel plastic head, rolling eyes and lashes, special wig, composition arms and legs, voice, shoes and stockings. Dramatic gown of sheer ninon features flaring, ankle-length skirt and decorative accents of silvery star-dust. Complete with pearl necklace, corsage, evening bag and full-length satin rayon petticoat with ruffled hem.

Each...$13.25
Doz...144.00

### PLASTIC BRIDE DOLL

18" Bride Doll with plastic swivel head, moving eyes and lashes, plastic arms, legs & body. Beautifully dressed in her white satin and lace dress with her fingertip veil to match. The Bride even carries her bouquet of white lillies.

No.72/18 Each..$8.00
Doz...91.20

### BABY FLUFFEE
No. 351

17" Baby, composition head, wig, moving eyes and lashes, latex arms and legs, soft body, voice, lace-edged petticoat, rubber panties, shoes and stockings. Perky organdy dress trimmed in fancy multi-color embroidery and full ruffled hem.

Each..$4.25
Doz...45.00

### BABY FLUFFEE No.400

18" Baby, plastic head, moving eyes and lashes, latex arms and legs, soft body, voice, petticoat, rubber panties, shoes and socks. Fine organdy dress with eyelet embroidery threaded with pastel ribbon on shirred yoke Turned up hem and matching bonnet have lace edging.

Each..$3.75
Doz...40.50

### BABY FLUFFEE
No. 301

17" Baby, composition head, moving eyes and lashes, latex arms, and legs, soft body, voice, shoes and socks. Elegantly dressed in embroidered and lace trimmed organdy with bonnet to match.

Each..$3.00
Doz...33.00

### PANDA BEAR

A pretty Panda designed to captivate the youngsters. Made of Rayon Plush in contrasting colors of Brown and White. Features include bow around neck and glass eyes. 12" high.

15/2.. Each..$1.75
Doz...18.75

SEE THESE TOYS IN OUR DISPLAY ROOMS

### DOLL STROLLER

All steel body and frame. Blue plastic belt holds any size doll in place. Footboard is adjustable. Colors: Red and Blue with Ivory wheels and footboard. Height 24".

Each..$2.15

THE BEAUTIFUL BABY DOLL FLUFFEE FEATURED ON THIS PAGE ARE FASHIONED RIGHT AND PRICED RIGHT FOR BIG SALES.

### DELUXE DOLL COACH
### COLLAPSIBLE

Built like a real baby carriage, this graceful doll coach will please any girl Leatherette body is 25 in. long, 13 in. wide, 10½ in. deep, 20½ in. high With foot extension down length is 31 in. Sturdy metal collapsible frame. Foot brake with rubber grip. New 10 spoke 7½ in. wheels with ¾ in. rubber tires. Plated hub caps. Finished in two-toned maroon and gray with white binding and white wheels.

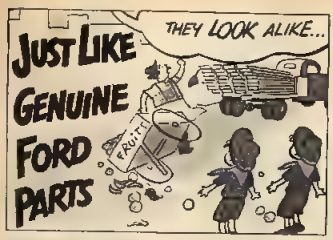
No 49 Each..$6.75

### WOVEN FIBRE
### DOLL CARRIAGE

Plenty of play value and interest for little girls in this large size woven fibre doll carriage. All-Steel constructed frame. Body, 18 in. long, 8½ in. wide, 7 in. deep, 23½ in. high. Cross handle is 22½ in. from floor 5½ in. steel spoke wheels with ½ in. rubber tires and plated hub caps. Finished in Tan baked enamel with White wheels

No.F518 Each..$4.00

BE SMART—ORDER FROM THE M. CONLEY CO. NOW!



When your Ford needs a new part, make sure it's a Genuine Ford Part, an identical twin to the part built into your Ford at the factory. Genuine Ford Parts are made right to fit right to last longer. That saves you time and money and adds many extra years to your Ford's life.

GENUINE Ford PARTS

**Made right**

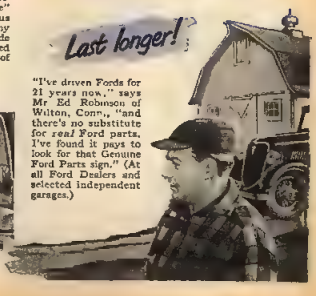
Ford engineers know the vibration of an "off balance" clutch can cause serious engine trouble. That's why the clutch disc being made (at left) is carefully designed and tooled for long years of perfect balance.

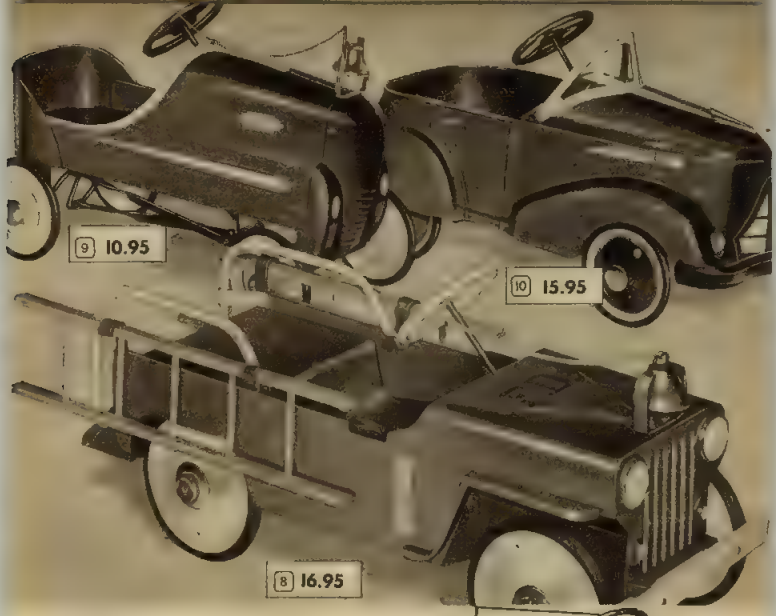
**Fit right**

When clutch discs are completed, some go to the production line, some to Genuine Ford Parts stock rooms. That's why they fit so well as replacement parts. They're identical twins to the parts built into your Ford.

**Last longer!**

"I've driven Fords for 21 years now," says Mr Ed Robinson of Wilton, Conn., "and there's no substitute for *real* Ford parts. I've found it pays to look for that Genuine Ford Parts sign." (At all Ford Dealers and selected independent garages.)






# PEDAL CARS — like real speedsters
## A child's dream! Big, buys in steel 9.95 up

**DE LUXE FIRE TRUCK—TWO-BOY TOY! 16.95 1.70 down**

8. Prepare for a rousing cheer when he sees this pedal-powered fire truck under the tree! There's a real bell he'll clang as he speeds to those 'four alarm' calls. The 'chief' can pedal while his assistant perches in back—a budget-saving gift idea for two brothers! Wooden ladders can be removed to fight big blazes. 1-in. rubber tires on 10-in. double disc wheels, large chromed hub caps. Steel body, fireman Red enamel finish.
35 Y 5449R—43¾x16½x20½in. high. *Ship. wt. 42 lb. 1.70 dn..16.95

**BUDGET-EASING FIRE CHIEF ROADSTER 10.95**

9. The young Fire Chief will get a real thrill driving his own private Fire Chief roadster to all 'let's pretend' fires. To clear way he'll clang his husky fire bell—easily rung 'cause its chain hooks onto the steering wheel. It's easy to drive too—adjustable pedals and long-wearing, easy-riding 5/8-in. rubber tires, 8-inch double disc wheels. Durable constructed with a strong steel body—built to transport him with safety—take lots of hard play. Of course it's Red enameled, trimmed in White.
35 Y 5413R—35x14x16 in. high. *Shipping weight 28 lb.....10.95

**STREAMLINED SPORT ROADSTER 15.95 1.60 down**

10. The Santa that brings this sport roadster will be a hit! Your boy will spin around the block proudly in a car that's designed like the new 1950 autos—note the streamlined design, the ultra modern fenders, dummy headlights, windshield, front bumper. Sturdy steel construction with rounded corners to safeguard young fingers. 8-in double disc wheels, 5/8-in durable rubber tires, adjustable rubber pedals. Comfy fiber seat pad. Durable enamel finish in Red and Ivory. Partly assembled. 37-in. long.
35 Y 5411R-*Shipping weight 35 lbs.....1.60 down.....15.95

**995**

**Steel roadster—real thrills!**

**Today's Best Buy**

*BECAUSE:*

- It's 1950's newest, speedy pedal auto
- Steel-built to take lots of hard play
- 8-in. double disc wheels with 5/8 in. rubber tires give smooth, easy rides
- It's real proof 'car' prices are down

So streamlined it rivals real autos—sure to be a big Christmas gift-hit! Durably constructed with a strong steel body. Bright Blue finish. White trim. Overall: 35x14x18 in. high. For credit details, see page 161
35 Y 5412R—*Shipping weight 28 lb.....9.95

* Shipped from Chicago by freight or express

## ALDENS CHIEFTAIN BIKES—finest, cost less—sizes for all! 31.95 up 3.20 down

**ALDENS DELUXE CHIEFTAIN 39.95 4.00 down**

Perfect gift—the beautiful CHIEFTAIN DELUXE! Built to Aldens rigid specifications—noted for thrilling performance and beauty! 26-in. wheel model for men or women has famous-make tires of high grade rubber with non-skid tread. Streamlined fender-fitting headlight (operates on 2 regular flashlight batteries, not included). Deluxe luggage carrier over rear fender—built of pressed steel. Streamlined tank. Famous-make coaster brake, ball bearings. Double-bar welded steel frame. Sturdy truss rods. Non-rattling chain guard. Crescent shaped double-braced fenders. Comfortable simulated leather saddle has double coil springs. Heavy non-slip rubber pedals. Chrome-plated handle bars with finger-fitting rubber grips. Chrome-plated kickstand. Two-tone finish in high luster baked-on enamel. See page 161 for Aldens new credit terms.
Colors: Men's Red—Ivory. Women's Lt. Blue—Ivory.
35 Y 5510X—Men's, Boy's. *Ship. wt. 59 lb. 4.00 dn. 39.95
35 Y 5511X—Women's, Girls'. *Ship. wt. 59 lb. 4.00 dn 39.95

**ALDENS STANDARD CHIEFTAINS 31.95 3.20 down**

STANDARD Chieftain for men, women. 28-in. steel rim spoke wheel. Non-skid balloon tires, reinforced double-bar welded steel frame, reliable coaster brakes. Adjustable simulated leather saddle, kickstand, non-slip rubber pedals. Non-chipping enamel finish. Chromed sprocket, crank handle bars. Men's: Red-White Women's: Light Blue-White.
35 Y 5508X—Men's. *Ship. wt. 55 lb. 3.20 down.....31.95
35 Y 5509X—Women's. *Ship. wt. 55 lb. 3.20 down..31.95
CHIEFTAIN JR. Semi-deluxe model—24-in. wheel. For 7 to 12 year-olds. Standard features above, plus chain guard.
Boys': Red-Ivory. Girls': Light Blue-Ivory. Buy on credit!
35 Y 5516X—Boys'. *Ship. wt. 47 lb. 3.50 down.....34.95
35 Y 5517X—Girls'. *Ship. wt. 47 lb. 3.50 down.....34.95
CHIEFTAIN JUVENILE semi-deluxe. 20-in. wheel. For children 5 to 8 years. Standard features, plus chain guard.
Boys': Red-Ivory. Girls': Light Blue-Ivory.
35 Y 5514X—Boys'. *Ship. wt. 40 lb. 3.40 down.....33.95
35 Y 5515X—Girls'. *Ship. wt. 40 lb. 3.40 down.....33.95

## LOW-COST 3-WHEELERS—built to last—thrills for sidewalk set! 4.98 up

**GOOD TRIKES 4.98 up**

1. Sturdy 1⅛-in. steel tubing, 1¼-in. head. Single bar type construction, embossed non-skid step-plate. Wire spoke wheels with Hercules bearing at pedal wheel. 5/8-in. rubber tires, 1-piece rubber pedals. Handle bar adjusts. Bucket type steel saddle. Red-Ivory. Mailable.
35 Y 5408E—10-in. wheel. Ship. wt. 15 lb.....4.98
35 Y 5409E—12-in. wheel. Ship. wt. 18 lb.....5.98
35 Y 5410E—16-in. wheel. Ship. wt. 22 lb.....6.98

**BETTER TRIKES 6.95 up**

2. Speedy 'Pal' with 1¼-in. steel tubing frame, 2-in. head. Ball-bearing front wheel, plain bearing rear wheels—all with riveted spokes. ¾-in. rubber tires, rubber pedals. Adjustable pressed steel saddle, pressed steel step-plate. Handle-bar adjusts. Red—White. Mail.
35 Y 5460E—10-in. wheel. Ship. wt. 15 lb.....6.95
35 Y 5461E—13-in. wheel. Ship. wt. 18 lb.....7.95
35 Y 5462E—16-in. wheel. Ship. wt. 20 lb.....8.95

**BEST TRIKES 8.95 up**

3. Our best 1⅛-in. steel tubing arched type frame, 2-in. head. Wire spoke wheels, ball bearing pedal wheel. 2-pc. rubber pedals, 1-in. rubber tires. Handle bar adjusts. Black leather spring saddle. Red—White. Mail.
35 Y 5431E—10-in. wheel. Ship. wt. 18 lb.....8.95
35 Y 5432E—12-in. wheel. Ship. wt. 21 lb.....9.95
35 Y 5433E—16-in. wheel. Ship. wt. 25 lb.....10.95
35 Y 5434E—20-in. wheel. Ship. wt. 29 lb.....11.95

**FINEST PAL 13.95 up**

4. Super-trike! 1¼-in. steel tubing frame, 2½-in. head. Riveted spoke wheels. Ball bearings. 1¾-in. moulded rubber tires, semi-pneumatic, puncture proof. Has real bell! Rubber top saddle, rear coil springs. Chrome handle bar adjusts. 2-pc. pedals. Full crown fork. Maroon.
35 Y 5435E—12-in.....13.95
Ship. wt. 25 lb. Mailable.
35 Y 5436E—16-in.....15.95
Ship. wt. 30 lb. Mailable.
35 Y 5437R—20-in.....17.95
Shipped from Chicago, 37 lb.

**SENSATIONAL NEW PAL "FIRE CHIEF"! THRILLING FUN! SAFE, WELL-BUILT, STRONG! 11.79 up**

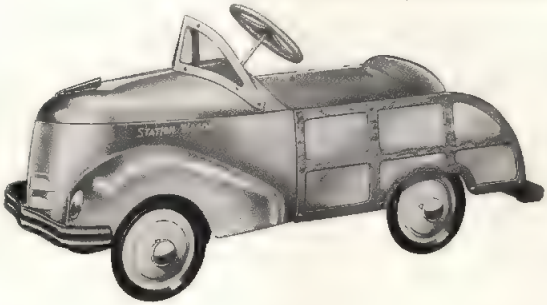
5. Most exciting trike that ever sparkled under a Christmas tree! Big gong bell, real screeching siren, sturdy rear rider handrails! Beautiful baked on enamel finish—glistening White with Fire Engine Red trim! Body frame is strong 1¼-in. steel tubing, with 2-in. head. Ball bearing front wheel, plain bearing rear wheels. Riveted spokes. Your child will be the envy of the neighborhood! 3 sizes—each with adjustable handle bar, 1-in. rubber tires, rubber pedals, bucket type saddle, pressed steel step plate.
35 Y 5438E—10-in. wheel. Ship. wt. 20 lb. Mailable. 11.79
35 Y 5439E—13-in. wheel. Ship. wt. 22 lb. Mailable. 12.79
35 Y 5440E—16-in. wheel. Ship. wt. 24 lb. Mailable. 13.79



*Note: Bicycles freighted from factory in Dayton, Ohio. See big book for freight rates.

Freight, First Class

# CHILDREN'S AUTOMOBILES



## STATION WAGON

**FINISH**—Maroon-finished body decorated in ivory. Seat and rear of hardwood in natural varnish finish. Ivory wheels with maroon stripe—black stripe near rim. Ivory windshield.

**EQUIPMENT** — Windshield — Fender head lamps — Plated bumper — Front and rear seats with step plate at rear.

**GEAR** -Adjustable pedals

**WHEELS** Disc wheels with rubber tires -Hercules bearing of cold rolled steel.

Each

**No. P3348A — Automobiles;** length 48 inches; 8-inch wheels; ⅝-inch tires; wt. 45 lbs. $33.00

## POLICE CAR

**FINISH**—Body attractively finished in white and decorated in black and red colors.

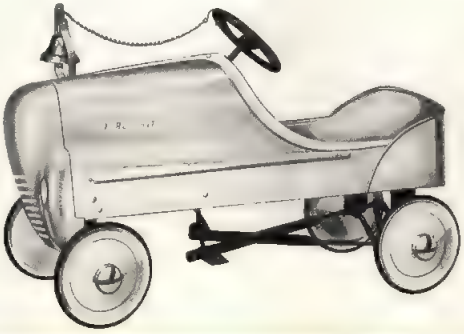
**EQUIPMENT** Siren Imitation spot light—Adjustable radio aerial.

**GEAR**—Adjustable pedals.

**WHEELS**—Disc wheels with rubber tires—Hercules bearing of cold rolled steel.

Each

**No. P3348B—Automobiles;** length 33 inches; 8-inch wheels, ⅝-inch tires; weight 25 lbs. ..... $20.40



## FIRE CHIEF SPECIAL

**FINISH** — Red body decorated in white. White wheels with red stripe.

**EQUIPMENT** Fire bell with chain.

**GEAR**—Adjustable pedals.

**WHEELS**—Disc wheels with rubber tires—Hercules bearing of cold rolled steel

Each

**No. P3348F—Automobiles;** length 35 inches; 8-inch wheels, ⅝-inch tires; weight 26 lbs. ..... $18.50

Freight, First Class

# ZENITH BICYCLES

SPARKLING BEAUTY — STREAMLINED DESIGN — RUGGED STRENGTH

**Bright, Lustrous Baked Enamel Finish Over Bonderized Base — Beautiful, Hard, Durable Chromium-Plated Bright Metal Parts**

Rugged quadriplate fork crowns. Wide Crescent mudguards, 3½-inch, with long front extension. Offset cranks. Half-inch pitch sprockets. Improved, easily adjusted seat post clamps. Drop out rear fork ends to simplify removal of rear wheel and chain adjustment. Box-type steel rims. Equipped with U. S. Royal double tube balloon tires, special design Troxel saddles, Rollfast handlebars, Swan stems and rubber grips. Torrington rubber pedals, Diamond chains, Rollfast kick stands, approved Stimsonite reflectors, New Departure front hubs, New Departure or Bendix coaster brakes.

## DELUXE TANK MODEL

Double bar frame construction with truss fork. Equipped with chromium rims, 26x2.125-inch white sidewall tires, tan vinyl top saddle with chromium-plated springs, Texas handlebars, modern tank with built-in electric horn, DeLuxe chain guard, luggage carrier, Roadlite lamp and kick stand.

**MEN'S**

| | Each |
|---|---|
| No. P3361A1—Bicycles; maroon and ivory finish; shipping weight 62 lbs. | $85.00 |

**LADIES'**

| | Each |
|---|---|
| No. P3361A3—Bicycles; medium blue and ivory finish; shipping weight 62 lbs. | $85.00 |

## SPORTMASTER DOUBLE-BAR FRAME MODEL

Equipped with regular fork, enameled rims, 26x2.125-inch all-black tires, double spring saddle, Scout handlebars, streamlined chain guard, luggage carrier, attractive Torpedo lamp, Stimsonite rear reflector and kick stand.

**MEN'S**

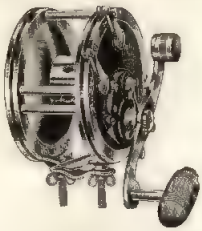
| | Each |
|---|---|
| No. P3361H1 — Bicycles; Indian red and white finish; shipping weight 57 lbs. | $69.70 |

**LADIES'**

| | Each |
|---|---|
| No. P3361H2—Bicycles; dark blue and ivory finish; shipping weight 57 lbs. | $69.70 |

Freight, First Class

# PENN TROLLING REELS



## LAKE AND SALMON TROLLING

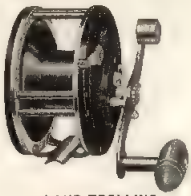
**For Wire Line Deep Trolling and Deep Sea Fishing—Specially Made in a Distinctly Different Design—Fast Action With a Gear Ratio of 3½ to 1—One Turn of Handle Reels in 2½ Feet of Line.**

Equipped with the patented convertible star drag and can be fished as a star drag reel or free spool reel at the will of the fisherman. A flip of a lever converts the reel. Gears are always in mesh and cannot strip. End plates are double metal bound. Cross plate fitted with an attached rod clamp. Oversize handle with torpedo grip. Large arbored light weight spool. Metal parts are polished and chrome-plated

Each

•No. P3524-49—**Fishing Reels;** with plastic spool; capacity 250 yards No. 12 linen line or 200 yards No 10 stainless steel or monel single wire line; end plates 4⅛-inch diameter; spool width 1⅝ inches, weight 28 ounces ..... $20.00

△No. P3524-49M—**Fishing Reels;** with metal spool; otherwise same as above; weight 32 ounces ..... 16.50



LAKE TROLLING

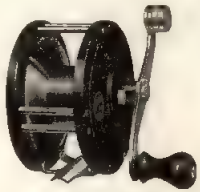
**Double Multiplying—Fast Action**

A star drag reel without the star drag throw-off feature. Free spool clutch operated by a snap lever on rim. One turn of oversize handle with slip-proof torpedo grip winds in 1¾ feet of line. Metal-bound end plates. Lightweight molded plastic spool fitted with large diameter arbor for fast winding. Metal parts hand polished and chrome plated.

Each

No. P3524-149 — **Fishing Reels;** capacity 250 yards No. 12 linen line or 200 yards No. 10 stainless steel or monel single wire line, end plates 4⅛ inch diameter; spool width 1⅝ inches, weight 25 ounces ..... $13.34

△No. P3524-149M—**Fishing Reels;** with reinforced metal spool; otherwise same as above; weight 28 ounces ..... 11.50



LAKE TROLLING

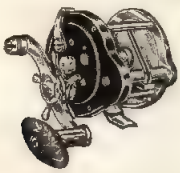
**Double Multiplying—Fast Action**

A fast action reel without the free spool arrangement. Large arbored fast winding plastic spool is light in weight and cannot rust. Oversize handle. Back plate fitted with an adjustable click. Frame reinforced with double pillars. Metal parts polished and nickel-plated

Each

•No. P3524-249 — **Fishing Reels;** capacity 250 yards No. 12 linen line or 200 yards No. 10 stainless steel or monel single wire line, end plates 4⅛-inch diameter; spool width 1⅝ inches; weight 18 ounces ..... $6.66

# OCEAN CITY TROLLING REELS



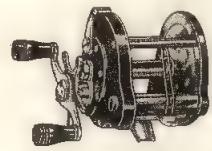
MODEL 920 IMPERIAL

**Free Spool—Star Drag**

With level-wind, star drag and free spool. Level-wind has rust-proof pawl and worm. Oilite self-lubricating bearings. Popular torpedo Lumerith handle—exclusive handle nut lock and wrench to guarantee that handle is always firmly in place. Exposed metal parts chromium-plated. Chrome-plated spool.

Each

No. P3524-920—**Fishing Reels;** capacity 150 yards No. 9 line; gear ratio 3 to 1; 2⅝-inch plate diameter, 1⅛ inch pillars; weight 15¼ ounces ..... $15.00



MODEL 915 IMPERIAL

**Reversible Handle**

All-purpose reel suitable for salt water and river and lake trolling. Level-wind with rust-proof pawl and worm. Oilite self-lubricating bearings insure smooth operation and long life. Top lever, when thrown, permits handle to reverse. Heavily chrome plated spool and all exposed metal parts.

Each

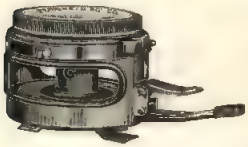
No. P3524-915—**Fishing Reels;** capacity 150 yards No. 9 line; gear ratio 3 to 1; 2¾-inch plate diameter; 1⅛ inch pillars, weight 14¼ ounces ..... $12.00

**Entire Page, One in Box**

• Not Stocked at Portland. ● Duluth Stock Only. △ Western Stock Only

# AUTOMATIC FISHING REELS

Freight, First Class



### PERRINE FREE STRIPPING

No Brake Manipulation Necessary To Strip Line A Touch of the Finger Retrieves the Line

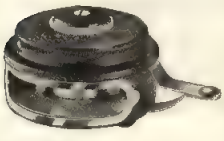
All the freedom of a single action reel in fly casting with the advantage of the automatic retrieve. No set brake resistance or lock-off of brake. No unleashed spring tension to endanger tip of rod. No hand winding of spring necessary—stripping the line does it. Extra long spring retrieves longest casts. Tempered Dural aluminum alloy. Stainless steel line guide. Quick take-down. Black Alumilite finish—non-light-reflecting. Snubbing brake, applied by finger pressure when desired.

| Reels, Nos. | Cap., Yds. | Wt., Oz. | Each |
|---|---|---|---|
| P3522-50 | 50 | 8¼ | $11.10 |
| P3522-90 | 80 | 8¾ | 11.70 |

### MARTIN STANDARD FREE STRIPPING

Long curved release lever gives positive finger tip control. Audible click gives warning when line is being stripped from reel. Handy hook hole in end of release lever. Case-hardened polished line guide. Smooth exterior. Aluminum case. Black anodized finish. Open spool type

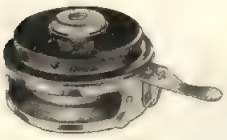
| Reels, Nos. | Cap. Ft. | Wt., Oz. | Each |
|---|---|---|---|
| P3522-2 | 90 | 7 | $10.20 |
| P3522-3 | 150 | 7 | 10.74 |
| ΔP3522-4 | 225 | 7 | 12.00 |



### MIRACLE SILENT WIND
Free Stripping

Safety lock on operating lever prevents stripping a leader or breaking a rod tip. Friction clutch prevents breaking spring. Improved release ring prevents spring unwind accidentally. Hard chrome line guard. Black lacquered frame, black anodic finish on spring cap, bright aluminum spool.

| Reels, Nos. | Cap., Yds. | Wt., Oz. | Each |
|---|---|---|---|
| P3522-1697 | 50 | 8¼ | $8.40 |
| P3522-1698 | 80 | 8¾ | 9.30 |



### WOLVERINE SILENT WIND
Simplest and Most Practical

No essentials omitted and no frills included. Silent winding device eliminates ratchet noise. Positive, smooth ratchet. Friction clutch prevents breaking of spring. Arch type spool Hard chrome line guard. Black lacquer finish on spring cap.

| | Each |
|---|---|
| No. P3522-1695—Reels; cap. 50 yds.; wt. 7¼ oz. | $6.70 |

### PEMCO ECONOMY

Conveniently placed finger operated brake lever controls spool for stripping and retrieving line. Super-strong Dural-Alloy, stainless steel line guide, long spring, quick take-down and safety friction spool mounting. Brushed aluminum finish

| Reels, Nos. | Cap., Yds. | Wt., Oz. | Each |
|---|---|---|---|
| P3522-55 | 50 | 8 | $6 60 |
| P3522-85 | 80 | 8¼ | 7.20 |

### OREN-O-MATIC FREE STRIPPING

Automatic line brake. No excessive clearance between spool and frame. Large knurled spring release. Finger trigger folds flush Taken down and assembled with a dime. Stainless steel rod clip. Chrome-plated line guide. Maroon anodized frame.

| Reels, Nos. | Cap., Yds. | Wt., Oz. | Each |
|---|---|---|---|
| P3522-1130 | 50 | 8½ | $12.00 |
| P3522-1140 | 80 | 9½ | 12.60 |

### PERRINE EDGE-MONT FREE-STRIPPING

No brake manipulation necessary to strip line and touch of the finger retrieves it. Extra long spring retrieves longest casts. Quick takedown without tools. Dural aluminum alloy in forest green—Alumilite finish and nickel trim. Stainless steel line guide.

| Reels, Nos. | Cap., Yds | Wt., Oz | Each |
|---|---|---|---|
| P3522-57P | 50 | 8¼ | $11.10 |
| P3522-87P | 80 | 8¾ | 11.70 |

### MARTIN UPRIGHT FLY-WATE FREE-STRIPPING

Release lever adjustable to any desired angle. Spring release removes tension without revolving spool. Audible strip warning click. Takedown without tools. Large openings for line drying. Handy hook hole at end of brake lever. Forest green anodized finish—bright metal trim.

| Reels, Nos. | Cap., Ft. | Wt., Oz. | Each |
|---|---|---|---|
| P3522-47 | 150 | 7¾ | $11 70 |
| P3522-48 | 225 | 7¾ | 11 94 |

### MARTIN UPRIGHT STANDARD FREE STRIPPING

Release lever adjustable to any desired angle. Spring release removes tension without revolving spool. Audible strip warning click. Sealed-in lubricant. Open spool for line drying. Handy hook hole at end of brake lever. Black anodized finish—bright metal trim

| Reels, Nos. | Cap., Ft. | Wt., Oz. | Each |
|---|---|---|---|
| ΔP3522-22 | 150 | 8¼ | $8.50 |
| ΔP3522-23 | 225 | 8¼ | 8.95 |
| ΔP3522-24 | 300 | 8½ | 9.50 |

Entire Page, One in Box

ΔWestern Stock Only

# Cap Pistols

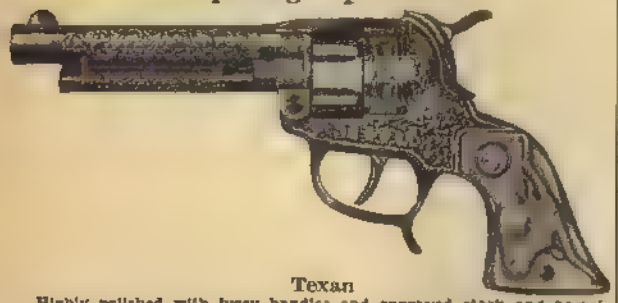
## "Pirate" Pistol

Highly polished with ivory handle and engraved stock and barrel. Double-barreled with two hammers and double action trigger. Shoots standard single shot caps.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2102 | 265 | 9¼ | 13½ | $19.00 |

One in a box. Three dozen in a case.

## Repeating Cap Pistol



### Texan

Highly polished with ivory handles and engraved stock and barrel. Has revolving cylinder with automatic opening device. Shoots standard roll caps. Packed in set-up display box

| Stock No. | Mfr's. No. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2103 | 285 | 10¼ | 17 | $21.55 |

Three dozen in a case.

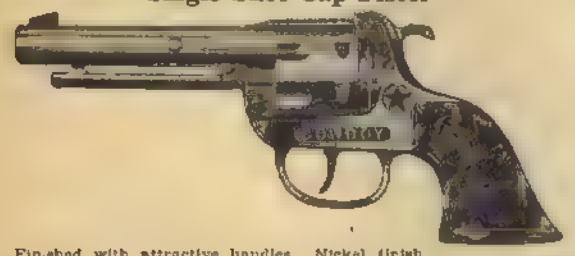
### "Texan Jr." Pistol

Gun metal finish with ivory handle and engraved stock and barrel. Has automatic opering device.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2110 | 250 | 9 | 13½ | $14.20 |

One in a box. Six dozen in a case.

## Single Shot Cap Pistol



Finished with attractive handles. Nickel finish

| Stock No. | Mfr's. No. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2104 | 219 | 8 | 12 | $6 65 |

One in a box. Three dozen in a carton.

## Army DeLuxe .45

All nickel finish, attractive ivory handles.

| Stock No. | Mfr's. No. | Lgth. In. | lb Dozen | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2113 | 296 | 7¼ | 15 | $15.20 |

## Army .45

Gun metal finish with attractive ivory handles

| Stock No. | Mfr's. No. | Lgth. In | lb Dozen | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2101 | 295 | 7¼ | 15 | $14.00 |

Three dozen in a case.

## Trooper Pistol

Nickel finish with red star on handle. Automatic opening device

| Stock No. | Mfr's. No. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2105 | 240 | 6½ | 8½ | $10 35 |

Three dozen in a case.

## Keystone Holster Set

Holster—All top grain red leather holster beautifully decorated with red leather heart on white cut-out and bright nickel spots at top and bottom of holster

Belt—Top grain red leather ranger type belt with eight red wooden bullets in leather loops. The belt is studded with 26 large nickel spots.

Pistol—No. 1150 "Trooper".

| Stock No. | Mfr's. No. | Cat. List DOZEN |
|---|---|---|
| 4H 2818 | 2423/1150 | $70 45 |

One set in a carton

## Pistol Caps—Roll

Five dozen rolls in a box.

| Stock No. | Cat. List BOX |
|---|---|
| 4H 2132 | $1 90 |

## Single Shot Pistol Caps

| Stock No. | Cat. List GROSS |
|---|---|
| 4H 2133 | $4.20 |

One gross in a carton.

## Daisy Junior Water Pistol

Shoots 3 times without reloading. Designed after automatic type pistols. Easily loaded and discharged. Made of blue steel. No rubber bulb to get out of order.

| Stock No. | Mfr's. No. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2826 | 71 | 5 | 9 | $3.50 |

Three dozen in a carton.

## Water Pistol—Big Squirt

A one shot, all metal water pistol. 9 inches long. Colored black.

| Stock No. | Mfr's. No. | Box Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 2115 | TW1 | 10x4x1¼ | 4 | $7 50 |

## Sub Machine Gun

The Newell air fire sub machine gun is harmless because it uses only ping-pong balls as ammunition. Barrel and ammunition chamber made of heavy aluminum, other parts of hardwood, beautifully finished in color. Gun can be used indoors or outdoors with perfect safety. Will not break light bulbs, windows, etc. Very sturdy in construction, with nothing to get out of order. One ping-pong ball included with each gun. Packed in individual carton.

| Stock No. | Mfr's. No. | lb Otn. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2120 | 1008 | 20 | $35.45 |

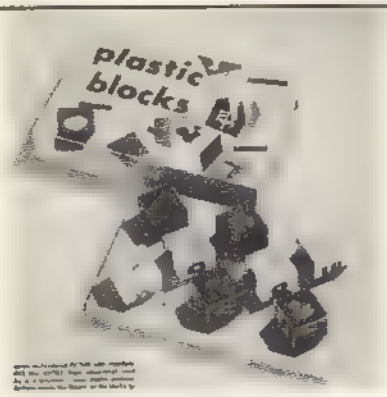
One dozen in a carton.

# Target Games

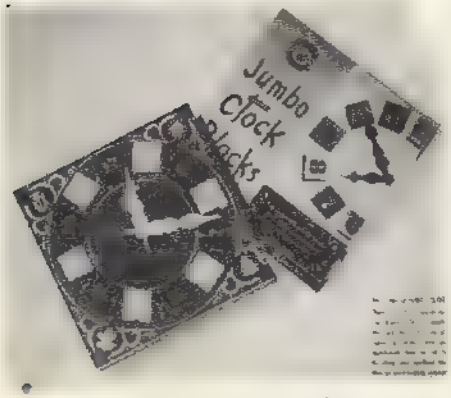
The Long Tom target pistol fires "safe" bullets with pure gum suction caps the length of a room at a three-color metal wall target, numbered for easy scoring. Set contains Long Tom target pistol, four darts with pure gum suction cups, metal lithographed target with clip for hanging on wall. Removable metal clips on top of target to hold gun and darts when not in play

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2114 | G-22 | 25 | $18.30 |

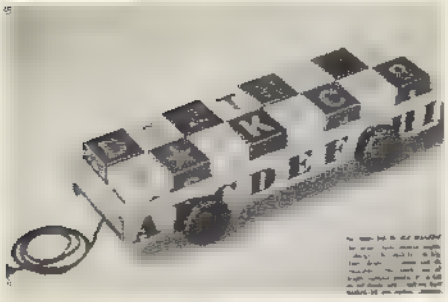
One dozen in a carton.




No. 500 Plastic Blocks




No. 150 Clock Blocks



No. 2800 Wagon Blocks

No. K-12 Plastic Blocks

J. DONALD BIEVER

## PLASTIC BLOCKS

No. 150 2" Jumbo Clock Blocks. . Doz. $32.00

No. 200 2" Town and Country Blocks..... Doz. $32.00

No. 300 Wonderland Clear Plastic Blocks..... Doz. $16.00

No. 400X Whirl-A-Block Cart..... Doz. $26.40

No. 500 Plastic Rattle Picture Blocks, 8 to set..... Doz. $16.00

No. 600 Plastic Rattle Picture Blocks, 16 to set..... Doz. $32.00

No. 1400 Little Block Wagon..... Doz. $30.00

No. 2800 Large Block Wagon..... Doz. $48.00

WOODMERE TOY CORP.

## PLASTIC BLOCKS

No. K-12 Plastic Blocks, 12 to a box..... Doz. $16.00

No. K-18 Plastic Blocks, 18 to a box..... Doz. $24.00

## LINCOLN LOGS

No. B Lincoln Logs, 51 wood pieces..... Doz. $16.00

No. 1L Lincoln Logs. 79 wood pieces..... Doz. $32.00

No. 2L Lincoln Logs. 131 wood pieces..... Doz. $64.00

No. 3L Lincoln Logs, 177 wood pieces..... Doz. $96.00

No. 3LF Lincoln Logs Set..... Doz. $80.00

This set contains the same number of wood pieces as the No. 2L, plus 5 Indians on foot, 2 pioneers and 2 dogs.

No. 4LF Lincoln Logs Set..... Doz. $112.00

This set contains the same number of wood pieces as the No. 3L, plus 1 mounted Indian, 6 Indians on foot, 3 pioneers and 2 dogs.

No. 20 Cowboys and Indians with Wigwam..... Doz. $16.00

This set consists of 3 cowboys, 4 indians and colorful, set-up wigwam.

No. 30 Railroad Figure Set..... Doz. $16.00

This set consists of 7 metal figures, 2 passengers, porter, brakeman, policeman, messenger and conductor. Box makes station. Figures are 2¼" in height.

JUDY COMPANY

## PUZZLES, ALPHABET SETS, FARM SETS

No. 1-70 Judy Assorted Puzzles... Doz. $24.00

No. 180 Judy Alphabet and Numerals. 50 capital letters and numerals... Doz. $25.60

No. 40 Judy Alphabet, small letters, 40 letters..... Doz. $19.20

No. 80 Judy Alphabet, small letters, 80 letters..... Doz. $30.00

No. 125 Judy Alphabet, 30 Capital Letters and Numerals..... Doz. $19.20

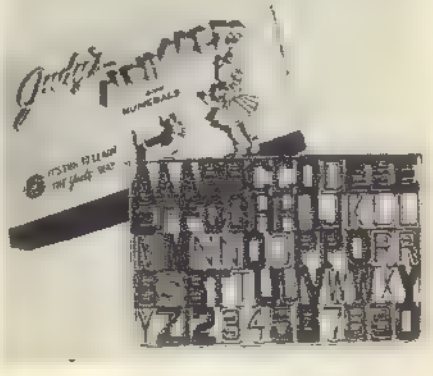
No. 148 Judy Farm Set, 20 characters plus fence and barn..... Doz. $16.00

No. 249 Judy Farm Set, 30 characters plus fence and barn..... Doz. $40.00

No. 1-L Lincoln Logs

No. 4 LF. Figure Set

No. 30 Figure Set



No. 160 Judy Alphabets

No. 717 Pirate Set

DELUXE GAME CORP.

## PAINT SETS

No. 715 Paint Set, Suitcase Style Doz. $ 8.00
No. 716 Paint Set, Suitcase Style Doz. $16.00
No. 717 Paint Set, Suitcase Style Doz. $32.00

PRESSMAN TOY CORP.

## PAINT SETS

No. 5903 Butterfly Paint Set.....Doz. $ 8.00
No. 1103 "Small Fry" Paint Set..Doz. $16.00
No. 2203 "Small Fry" Paint Set..Doz. $32.00
No. 3303 "Small Fry" Artists Easel Doz. $57.60

STANDARD TOYCRAFT PRODUCTS, INC.

## PAINT SETS

No. 717 Tom Sawyer Paint Set..Doz. $16.00
No. 301 Streamliner "Luggage" Painting Kits.....Doz. $16.00
No. 302 Streamliner "Luggage" Painting Kits.....Doz. $32.00
No. 728 Tom Sawyer Paint Set...Doz. $32.00
No. 404 Tube Paint Set, hinge cover box.....Doz. $16.00
No. 902 Tom Sawyer Poster Color Sets, 9 colors poster paint.....Doz. $16.00
No. 903 Tom Sawyer Poster Color Sets, 14 colors poster paint.....Doz. $32.00
No. 471 Tom Sawyer Finger Painting Sets, 4 jars colors.....Doz. $16.00
No. 472 Tom Sawyer Finger Painting Sets, 6 jars colors.....Doz. $32.00

STANDARD TOYCRAFT PRODUCTS, INC.

## ROY ROGERS PAINT SETS

No. 938 Roy Rogers Paint Set....Doz. $16.00
No. 939 Roy Rogers Paint Set....Doz. $24.00

DELUXE GAME CORP.

## SEWING SETS

No. 710 "Little Dressmaker" Sewing Sets.....Doz. $ 8.00
No. 711 "Little Dressmaker" Sewing Sets.....Doz. $16.00
No. 712 "Little Dressmaker" Sewing Sets.....Doz. $32.00

PRESSMAN TOY CORP.

## SEWING SETS

No. 1106 Small Fry Sewing Kit..Doz. $16.00
No. 2206 Small Fry Trousseau Trunk.....Doz. $32.00

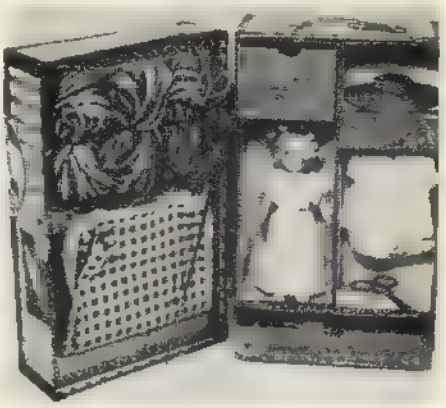
STANDARD TOYCRAFT PRODUCTS, INC.

## SEWING SETS

No. 1100 Jean Darling Sewing Sets Doz. $16.00
No. 564 DeLuxe Doll Sewing Outfit and Embroidery Set.....Doz. $32.00
No. 208 Princess Real Embroidery Set.....Doz. $15.00
No. 205 Princess Real Embroidery Set.....Doz. $ 8.00

No 710 Sewing Set

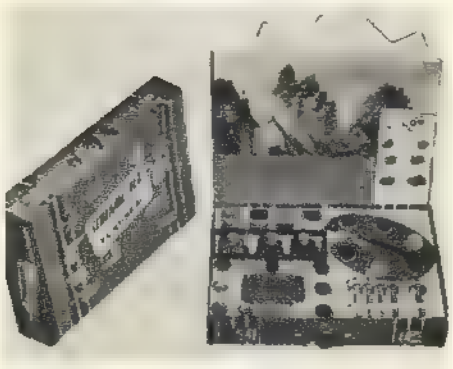
No. 1106 Sewing Set



No. 2206 Trousseau Trunk

No. 206 Embroidery Set

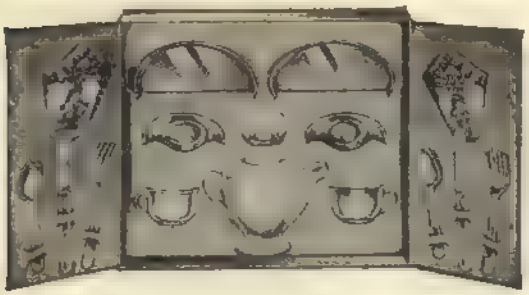
No. 3303 Artist's Easel



No. 301 Paint Set

No. 938 Paint Set

## PLASTIC PLAYTIME TABLE SETS
### WORCESTER

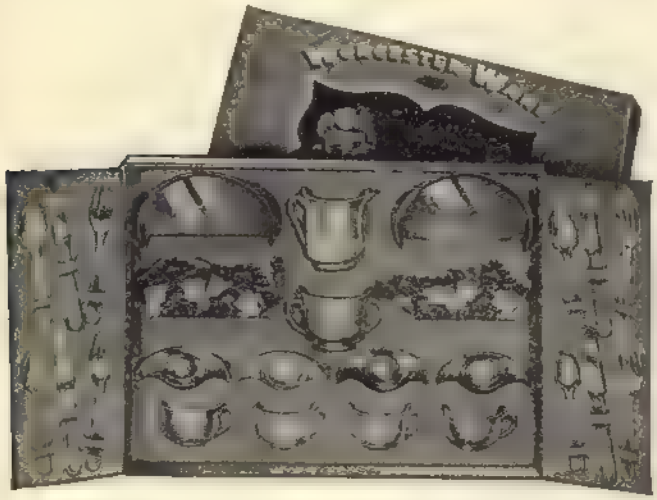


**14 Piece Table Sets—Service for Two**

Children's durable, washable and sanitary plastic Playtime Sets in full size for practical table use. Consists of two 6 in. dinner plates, two 4 in. saucers with two 1⅝x3⅜x2¾ in. cups, two knives 6¼ in., two forks 5⅝ in. and two spoons 5 in. One tea pot and lid 4¾x6x3⅞ in. and paper napkins

**No. 99** ..... Per dozen sets $10.80

One Dozen Sets in a Carton

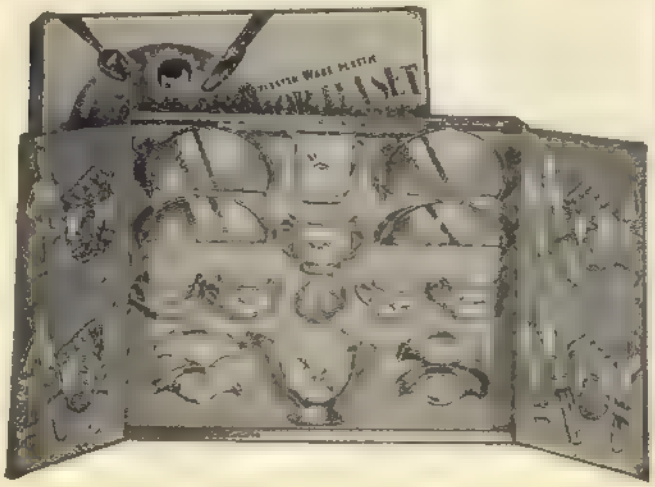


**28 Piece Table Sets—Service for Four**

Same as No. 99 only service for four, and one sugar bowl 2½x4¼x3¼ in. and creamer 3¼x4x3 in. instead of a tea pot

**No. 200** ..... Per dozen sets $16.80

One Dozen Sets in a Carton



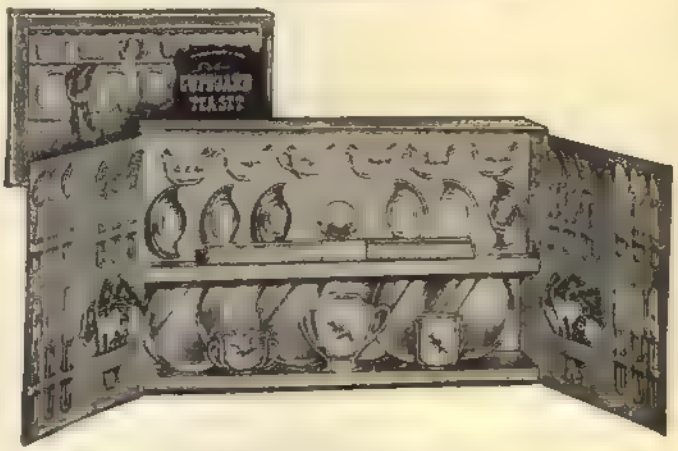
**33 Piece Sets—Service for Four**

Same as No. 200 with teapot and table cover. Hand decorated, double brush stroke, three color floral design.

**No. 202** ..... Per dozen sets $36.00

One Dozen Sets in a Carton

## PLASTIC PLAYTIME TABLE SETS
### WORCESTER



**47 Piece Table Sets—Service for Six**

Same as No. 202 only service for six, hand decorated, three color floral design

**No. 203** ..... Per dozen sets $48.00

Half Dozen Sets in a Carton

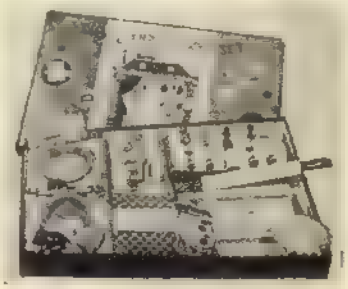
## BAKE-A-CAKE SETS
### WOLVERINE

All practical pieces are in this entirely different bake set. Includes a workable egg beater, pastry board, rolling pin, measuring spoons, four different sizes and colors. The cake serving plate and sugar canister, both metal, are decorated in a delft blue and white Dutch design. Also includes glass mixing bowl. Display box 17"x12¾".

**No. 262** ..... Per dozen $12.00

One Set in a Box, One Dozen in a Carton

## TOY PASTRY SETS

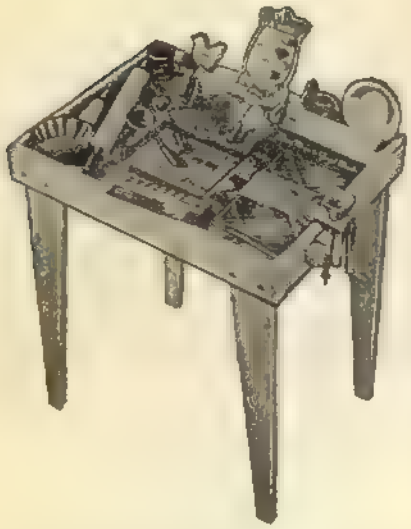


This exciting Small Fry Pastry Set in a beautifully designed box contains a real meat grinder that works, a plastic apron to fit the little cook, 4 metal utensils, 2 cookie cutters, egg beater, rolling pin, "I Need Board" and pegs, big masher, thermometer, mixing bowl, among its many contents. Size 20¼"x13¼"x2".

**No. 2203** ..... Per dozen $24.00

One Dozen in a Carton

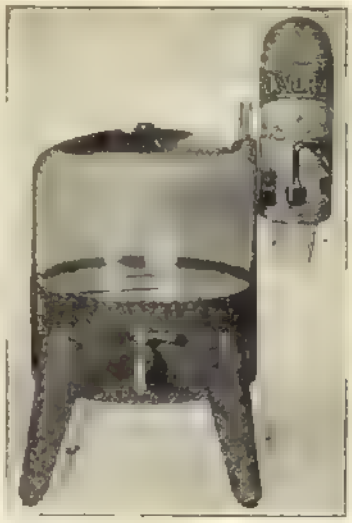
## TOY PASTRY TABLE SETS
**PRESSMAN**



A sturdy wooden table, complete with all items of interest to the little housewife, such as meat grinder, egg beater, plastic apron, metal utensils, rolling pin, masher, recipe book and numerous other items. Packed K D. each in a heavy individual shipping carton.

**No 3302** .....Per dozen $36.00
Half Dozen in a Carton

## SERV-A-DRINK COOLERS
**C. G. WOOD**



Coolers large bowl made of clear transparent plastic Leak-proof Very realistic in appearance and action. Skirt and legs of heavy steel finished in white enamel Will actually serve drinks

Approx. size: Height 14 in., dia. 8 in

**No. 1128** .....Per dozen $48.00
Individually Boxed, One Dozen in a Shipping Carton

## TOY KITCHEN CABINET
**WOLVERINE**

Brightly lithographed, heavy metal. Top slides off to make a sturdy table. Doors swing open to reveal shelves with miniature packages. Contains water pitcher with four glasses, bread board, rolling pin, aluminum muffin tin, glass bowl and egg beater, 20⅛" high—17¼" long—10½" deep

**No. 185/2** ..... Per dozen $48.00
One in a Carton

## WA-IT SCALES
**AL-VERN**

Educational, interesting and useful, weighs up to 6 pounds. Beautifully colored sturdy construction, adjustable screw. Height 6¾ in., length 8¾ in

**No. 91** .....Per dozen $24.00
Six in a Carton

## TOY CUPBOARDS
**WOLVERINE**

Shelves reveal 3 canisters with lids, 2 cups and saucers. Colors, delft blue and white Dutch design. Height 15"—width 9⅝".

**No. 187A** ..... Per dozen $18.00
One Dozen in a Carton.

## K-CAB

Sturdily built, all metal, lithographed in red and ivory. 4 doors swing open, real shelves within hold miniature packages of nationally-famous grocery products. 11" wide, 15¾" high, 6¼ deep

**No. 178** .....Per dozen $27.00
One in a Box, Eight in a Carton

No. 1305 Plastic Tea Set

No. 1302 Plastic Tea Set

No. 1505 Plastic Tea Set

No. 258 Metal Dish Set

PLASTIC ART TOY CORP.

## PLASTIC TEA SETS

**No. 1305 22 Piece Ivory Plastic Tea Set.....Doz. $32.00**

"Alice In Wonderland" Plastic Tea Set, consisting of 3 cups, 3 saucers, 3 plates, 1 tea pot, 3 knives, 3 forks, 3 spoons, 1 record.

**No. 1505 32 Piece Ivory Plastic Tea Set.....Doz. $48.00**

"Alice In Wonderland" Plastic Tea Set, consisting of 4 small cups and saucers, 4 large cups and saucers, one sugar bowl, 1 creamer, 4 knives, forks, spoons, 1 tea pot.

**No. 1302 30 Piece Rose Colored Plastic Tea Set.....Doz. $32.00**

"Alice In Wonderland" Plastic Tea Set, consisting of 4 large cups and saucers, 4 small cups and saucers, 2 steak plates, 8 small plates, 4 large plates, 1 tea pot.

WORCHESTER TOY CO.

## PLASTIC TEA SETS

**No. 97 Plastic Chocolate Set.....Doz. $15.60**

This set consists of four large plastic cups and saucers. In assorted pastel colors.

**No. W200 Plastic Tea Set.....Doz. $32.00**

This Junior Tea Set has 4 cups, 4 saucers, 1 sugar bowl, 1 creamer, 2 plates, 4 napkins, 4 knives, forks and spoons.

**No. W202 Plastic Tea Set.....Doz. $48.00**

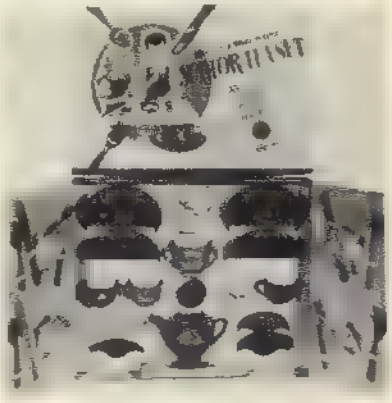
This Junior Tea Set has 4 cups, 4 saucers, 4 plates, 1 creamer, 1 sugar bowl, 1 tea pot, 4 knives, forks and spoons, 4 napkins.

**No. W203 Plastic Tea Set.....Doz. $64.00**

This Junior Tea Set has 6 cups, 6 saucers, 1 sugar bowl, 1 creamer, 6 napkins, 6 knives, forks and spoons, 6 plates.

No. 97 Chocolate Set

No. W-200 Plastic Tea Set



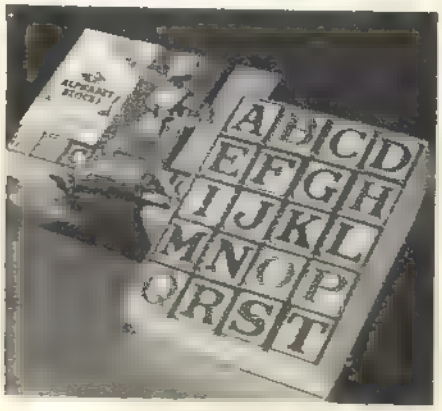
No.W-202 Plastic Tea Set

No. W-203 Plastic Tea Set

No. 80-2 American Logs

No. 60-2 American Bricks

No 3220 Blocks



No. 3020 Blocks

HALSAM PRODUCTS CO.

## BLOCKS AND BUILDING TOYS

No. 80 American Logs, 83 Pieces Doz. $18.00
No. 85 American Logs, 86 Pieces Doz. $32.00
No. 80-1 American Logs, 86 Pieces Doz. $32.00
No. 80-2 American Logs,
200 Pieces ..... Doz. $58.00
No. 60 American Bricks,
100 Pieces ..... Doz. $15.80
No. 60-1 American Bricks,
200 Pieces ..... Doz. $30.00
No. 60-2 American Bricks,
400 Pieces ..... Doz. $58.00
No. 60-1P American Plastic Bricks,
200 Pieces ..... Doz. $45.20
No. 60-2P American Plastic Bricks,
400 Pieces ..... Doz. $90.00
No. 2215 Hi-Lo Safety Blocks, 1¼"
blocks, 15 to box ..... Doz. $ 8.80
No. 2220 Hi-Lo Safety Blocks, 1¼"
blocks, 20 to box ..... Doz. $ 9.00
No. 2236 Hi-Lo Safety Blocks, 1¼"
blocks, 36 to box ..... Doz. $16.00
No. 3218 Hi-Lo Safety Blocks, 1¾"
blocks, 18 to box ..... Doz. $15.70
No. 3220 Hi-Lo Safety Blocks, 1¾"
blocks, 20 to box ..... Doz. $16.00
No. 3230 Hi-Lo Safety Blocks, 1¾"
blocks, 30 to box ..... Doz. $24.00
No. 3236 Hi-Lo Safety Blocks, 1¾"
blocks, 36 to box ..... Doz. $30.00
No. 2015 Alphabet Safety Blocks, 1¼"
blocks, 15 to box ..... Doz. $ 6.60
No. 2020 Alphabet Safety Blocks, 1¼"
blocks, 20 to box ..... Doz. $ 9.00
No. 2036 Alphabet Safety Blocks, 1¼"
blocks, 36 to box ..... Doz. $16.00
No. 3018 Alphabet Safety Blocks, 1¾"
blocks, 18 to box ..... Doz. $15.70
No. 3020 Alphabet Safety Blocks, 1¾"
blocks, 20 to box ..... Doz. $16.00
No. 3030 Alphabet Safety Blocks, 1¾"
blocks, 30 to box ..... Doz. $24.00

EMBOSSING CO.

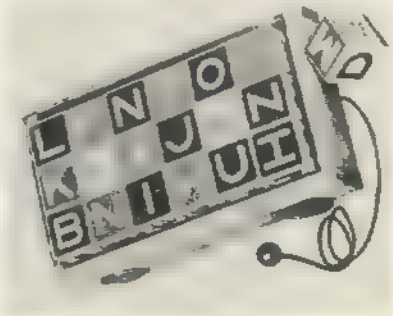
## "TOYS THAT TEACH"

No. 3 Embossed ABC Blocks, 1¾"
blocks, 12 to box ..... Doz. $16.00
No. 9 Embossed ABC Blocks, 1¾"
blocks, 24 to box ..... Doz. $32.00
No. 67 Deluxe ABC Blocks in Giant Cube
Boxes, 1¼" blocks, 84 pieces Doz. $56.00
No. 69 Deluxe ABC Blocks in Giant Cube
Boxes, 1¾" blocks, 84 pieces Doz. $88.00
No. 30 Modern ABC Blocks, 1½"
blocks, 10 to box ..... Doz. $ 9.00
No. 33 Modern ABC Blocks, 1½"
blocks, 18 to box ..... Doz. $16.00
No. 36 Modern ABC Blocks, 1½"
blocks, 36 to box ..... Doz. $32.00
No. 51 ABC Block Wagon, 1½" blocks,
12 to wagon ..... Doz. $32.00
No. 52 ABC Block Wagon, 1½" blocks,
18 to wagon ..... Doz. $48.00
No. 906 Johnnyville Building Blocks,
60 pieces ..... Doz. $38.00
No. 907 Johnnyville Building Blocks,
102 pieces ..... Doz. $64.00
No. 12 Color Cubes, 25 pieces ..... Doz. $20.00
No. 24 Color Cubes, 48 pieces ..... Doz. $36.00

No. 3 Blocks

No. 67 Blocks

No. 36 Blocks

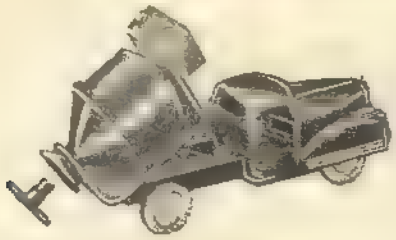


No. 52 Wagon Blocks

## PLASTIC TOYS

Renwal

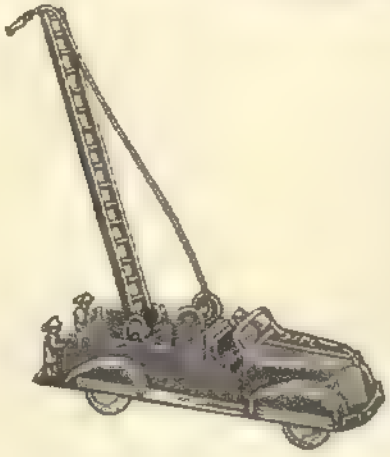
### CEMENT MIXER TRUCK



Cement Mixer Truck with driver Doors open Mixer revolves. Rear cap comes off and handle raises tank for unloading.

**No. 56** . . . . . ..Per dozen $8 05
One in Window Type Box, One Dozen in a Carton

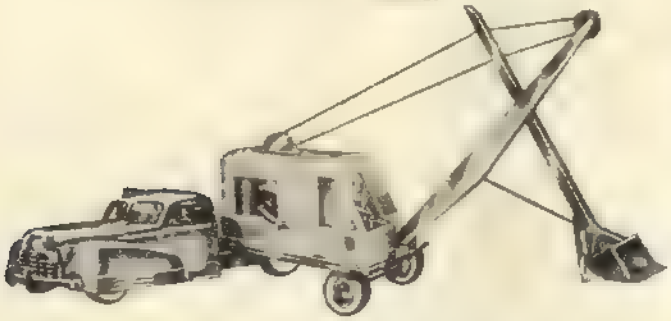
### FIRE TRUCK



Fire Truck with three firemen. Size 7 x 2⅛ x 8 inches. Removable ladder swings to any position. Hose adds play value

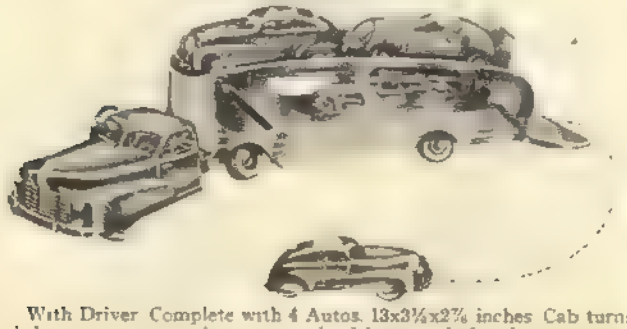
**No. 57** . . . . . ..Per dozen $6 90
One in Window Type Box, One Dozen in a Carton

### STEAM SHOVEL TRUCK



With Truck Driver and Steam Shovel Operator, 19x10x2½ inches Doors open—steam shovel cab swings to any position—shovel can be raised, lowered or extended by turning handle on side of cab.
**No. 88** . . . . . .Per dozen $12 00
One in Window Type Box, One Dozen in a Carton

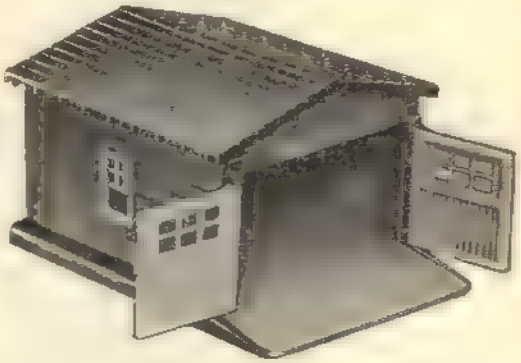
### AUTO CARRIER TRUCK



With Driver Complete with 4 Autos. 13x3⅛x2⅞ inches Cab turns and doors open—ramp lowers to unload bottom deck—elevator raises cars for upper level
**No. 79** . . . . . .Per dozen $19 80
One in a Window Type Box One Dozen in a Carton

## PLASTIC GARAGE

Renwal



Size 6½x5x3½ in.
**No. 92** . . . . .Per dozen $12 00
One Dozen in a Carton

## DIE CAST TOYS

### METAL FIRE ENGINE

Hubley

Scale model. Length 7¼ in. Red with aluminum ball, nickel search light and nozzle. Rubber wheels.

**No. 453** . . . . . Per dozen $6 00
One in a Box, Three Dozen in a Carton

### WRECKER

Hubley

Scale model, 7 inches long. Four assorted colors, aluminum sides, and movable boom. Rubber wheels

**No. 462** . . . . . Per dozen $6.00
One in a Box, Three Dozen in a Carton

### TAXI CAB

Hubley

Scale model, 7 inches long Orange and black combination. Rubber wheels

**No. 459** . . . . . Per dozen $6.00
One in a Box, Three Dozen in a Carton

### STAKE TRUCK

Hubley

Scale model 7 inches long. Four assorted colors, aluminum sides and drop end gate Rubber wheels.

**No. 460** . . . . . Per dozen $6.00
One in a Box, Three Dozen in a Carton

# TOYS
## ALL DIE CAST

### STAKE TRUCK
**Hubley**

Scale model, 9½ inches long. Orange chassis, black body, aluminum trimming and nickel sides. Rubber wheels.

**No. 470** ... Per dozen $12.00

### LUMBER TRUCK
**Hubley**

Scale model, 9½ inches long. Red chassis, black body, aluminum trimmings. Complete with load of 12 pieces lumber. Rubber wheels.

**No. 471** ... Per dozen $12.00

### FIRE ENGINE
**Hubley**

Scale model, 10¼ inches long. Red with aluminum trimming, three nickel ladders and revolving ladder turret and two nickel axles. Rubber wheels.

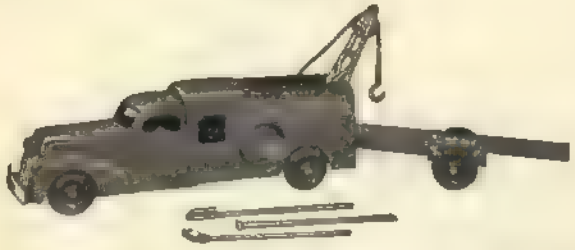
**No. 472** ... Per dozen $12.00

### WRECKER
**Hubley**

Scale model, 9¾ inches long. Red with nickel searchlight, winch and boom. Rubber wheels.

**No. 474** ... Per dozen $12.00

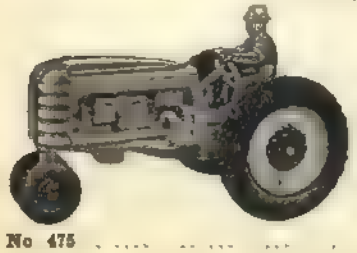
### BELL TELEPHONE TRUCK
**Hubley**



Length of truck, 10½ inches. Olive green with aluminum trimming. Equipped with red trailer and telegraph pole, nickel winch and boom, three digging tools. Rubber wheels.

**No. 478** ... Per dozen $18.00

### TRACTOR
**Hubley**

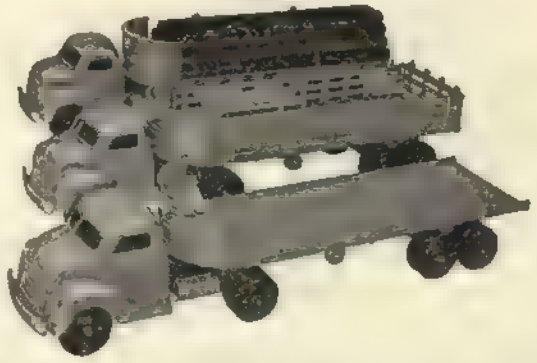


Scale model, 6¾ inches long. Red with blue man. Black rubber wheels with painted disc.

**No. 475** ... Per dozen $9.00

All One in a Box, One Dozen in a Carton

### TRACTOR TRAILER TRUCKS
**Hubley**

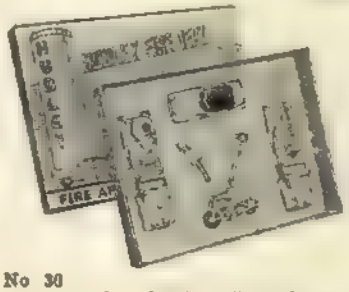


Three in one toy. Red with aluminum trimming. Furnished with removable aluminum sides, load of logs and chain to make a lumber truck. Knee action rear wheels. 14 black rubber tires and retractable trailer support with two red rubber wheels.

**No. 500** ... Per dozen $60.00

One in a Box, Half Dozen in a Carton

### FIRE ENGINE SET
**Hubley**

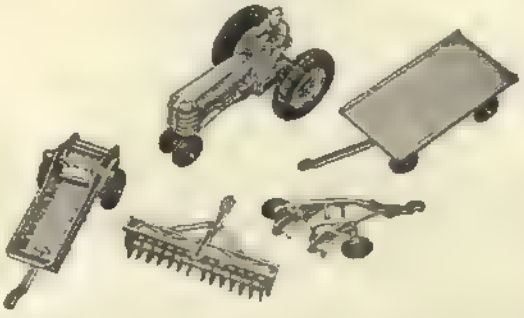


Set consists of fire engine, hook and ladder, fire chief's car, motorcycle, plastic ladder and two nickel axes. Painted red with aluminum trimming and rubber wheels.

**No 30** ... Per dozen sets $24.00

One Set in a Box, One Dozen Sets in a Carton

### FARM SET
**Hubley**



Five assorted farm toys to a set—tractor, plow, disc, spreader and farm wagon. Toys painted red with aluminum and nickel trimming. Rubber wheels.

**No. 50** ... Per dozen sets $39.00

One Set in a Box, Half Dozen in a Carton

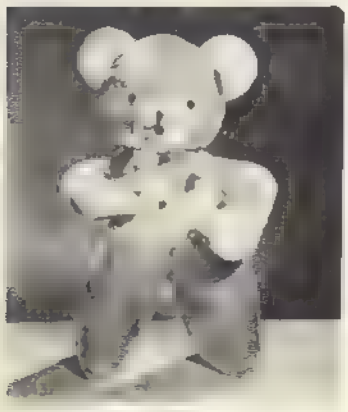
## TOOTSIE PLAYTIME SET
### AUTO TRANSPORT
**Dowst**

A double deck auto carrier hauling 4 TOOTSIETOYS ready to unload and drive away.

**No. 207** ... Per dozen $10.80

One in a Box, Six Dozen in a Carton

No. 105-5



No 75-5

No. 85-5

No. 1400

## PLUSH TOYS and ANIMALS

**No. 70-2 12" Honey Bear**
Pkd. 1 Doz. ..... Doz. $24.00

**No. 80-2 12" Panda Bear**
Pkd. 1 Doz. ..... Doz. $24.00

**No. 403 8x9" Scotty and White Terrier**
Assortment Pkd. 1 Doz. ..... Doz. $24.00

**No. 105-15 11" Monkey**
Pkd. ½ Doz. ..... Doz. $32.00

**No. 1400 9" Six Style Assortment, Cat, Dog, Honey Bear, Donkey, Horse and Lamb** Pkd. ½ Doz. ..... Doz. $32.00

**No. 80-3 13" Panda Bear**
Pkd. ½ Doz. ..... Doz. $32.00

**No. 70-3 13" Honey Bear**
Pkd. ½ Doz. ..... Doz. $32.00

**No. 1200 10" Scotty and Terrier Assortment**
Pkd. ½ Doz. ..... Doz. $32.00

**No. 70-4 17" Honey Bear**
Pkd. ½ Doz. ..... Doz. $48.00

**No. 80-4 17" Panda Bear**
Pkd. ½ Doz. ..... Doz. $48.00

**No. 116 16" Jointed Bear**
Pkd. ½ Doz. ..... Doz. $48.00

**No. 75-4 16" Pastel Color Standing Bear**
Pkd. 1-6 Doz. ..... Doz. $48.00

**No. 70-6 23" Honey Bear**
Pkd. 1 only ..... Doz. $80.00

**No. 80-6 23" Panda Bear**
Pkd. 1 only ..... Doz. $80.00

**No. 367-4 15" Standing Dog, gold and brown** Pkd. 1 only ..... Doz. $96.00

**No. 368-4 15" Sitting Cat, Black and yellow.** Pkd. 1 only ..... Doz. $96.00

**No. 85-5 25" All Plush Doll with bell**
Pkd. 1 only ..... Doz. $112.00

**No. 75-5 25" All Plush Bear with bell**
Pkd. 1 only. ..... Doz. $112.00

**No. 240 19" St. Bernard Dog on wheels**
Pkd. 1 only. ..... Ea. $13.20

**No. 243 19" Horse on Wheels**
Pkd. 1 only. ..... Ea. $13.20

**No. 245 19" Horse on Wheels with Steering wheel and handle** ..... Ea. $16.00

**No. 401 Standing assortment, bears, elephants, horses.** Pkd. 1 Doz. Doz. $16.00

**No. 402 Standing assortment, Scotty and White Terrier,** Pkd. 1 Doz. ..... Doz. $16.00

**No. 538-13 27" Standing Panda** ..... Doz. $80.00

**No. 539-13 27" Standing Bear** ..... Doz. $80.00

**No. 6500-14 23" Trojan Horse** ..... Doz. $96.00

**No. 12M 27" Majorette.** ..... Doz. $80.00

**No. 1621-5L Plush Lion** ..... Doz. $80.00

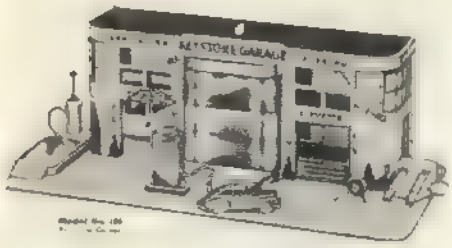
**No. 1631 3C Plush Cat with musical voice** ..... Doz. $48.00

No. 240

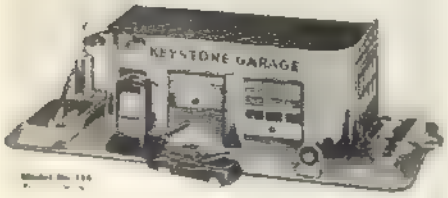
No. 243

No. 1621-5L

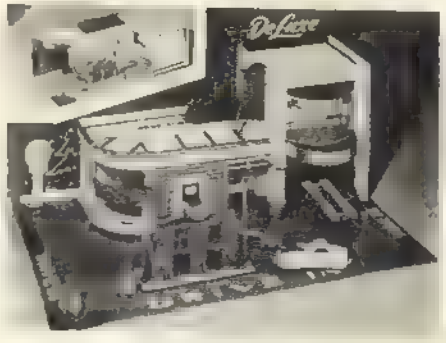
Picture Book Toys



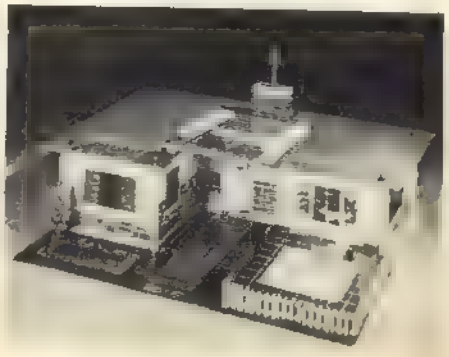

No. 181 Service Station




No. 154 Service Station




No. 810 Service Station



No. 830 Ranch House

## KEYSTONE SERVICE STATIONS

No. 143 Service Station ..... Doz. $32.00
No. 154 Service Station..... Ea. $ 4.80
No. 181 Service Station..... Ea. $ 6.70
No. 192 Service Station..... Ea. $10.80

## DELUXE SERVICE STATIONS

No. 800 Set Up Service Station.. Doz. $ 32.00
No. 805 Set Up Service Station.. Doz. $ 56.00
No. 810 Set Up Service Station.. Doz. $ 80.00
No. 815 Set Up Service Station.. Doz. $128.00

T. COHN INC.

## SERVICE STATION

No. 33 Service Station (All Metal set up)..... Doz. $80.00

## RICH DOLL HOUSES

No. 932 Doll House..... Ea. $ 6.00
No. 935 Doll House..... Ea. $ 6.60
No. 939 Doll House..... Ea. $ 7.30
No. 946 Doll House..... Ea. $26.00
No. 943 Ranch House . . . . . Ea. $ 9.00
No. 945 Ranch House . . . . . Ea. $14.50

DELUXE GAME CO.

## HOUSES

No. 830 Ranch House..... Doz. $80.00
No. 840 Circular House..... Doz. $80.00

## KEYSTONE DOLL HOUSES

No. 524 Doll House, all set up, on turntable..... Ea. $ 6.70
No. 535 Doll House, all set up, on turntable..... Ea. $10.80
No. 546 Doll House, all set up, on turntable . . . . Ea. $14.80

## RICH FREIGHT STATION AND AIRPORT

No. 853 Freight Station..... Doz. $82.00
No. 955 Airport..... Doz. $46.00

## KEYSTONE FIRE HOUSES

No. 248 Fire Station..... Ea. $ 6.70
No. 274 Fire Station..... Ea. $10.80

No. 546 Doll House

No. 955 Airport

No. 935 Doll House

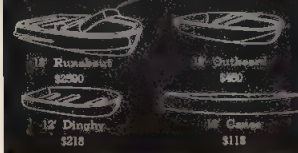
No. 945 Ranch House

# Leadership...

- Sensational in appearance, in performance, in comfort and in economy of upkeep... that's the verdict of SEASKOUT owners in a nutshell. For there's nothing to match this beautiful 18-foot runabout at anywhere near its price.
- Molded in ONE PIECE from seven plies of birch and mahogany, the seamless hull needs no caulking, is impervious to leaks, worms and dry rot and is TWICE as strong and only HALF the weight of the conventional planked hull.
- And with its Grey Phantom 104 H.P. Engine the SEASKOUT will easily outrun any utility boat of similar horsepower... while it rides safely and steadily in rough water.
- But mail the coupon NOW and read what the satisfied owners say.

**$2590**

THE SEASKOUT FLEET




**PLYCRAFT CORPORATION LIMITED**

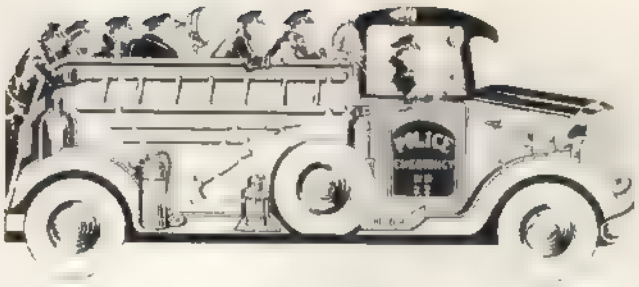
(Successors to Canada Ply Craft Corporation)
158 Hollis St., Halifax, N.S., Canada.

Send me details your
18' RUNABOUT ☐ 15' OUTBOARD ☐
12' DINGHY ☐ 16' CANOE ☐

NAME .....

STREET ..... CITY ..... STATE .....

ALL prices are duty paid and F.O.B. our plant at Mahone Bay, Nova Scotia, and subject to change without notice




Hale-Nass will show their Police Emergency Truck at the Annual Toy Fair.

### HALE-NASS' EMERGENCY POLICE TRUCK

The accompanying illustration shows the unique, new juvenile emergency police truck which will be a featured item at Hale-Nass Corporation's Toy Fair exhibit, Room 565, Hotel McAlpin. This low priced item is described as something entirely new in the way of a construction pull toy. Attractively packaged it comes filled with a variety of tools and equipment sure to fascinate every youngster. An added feature is the clever way in which the box top is utilized [illegible] assembling the truck.

Other featured items by Hale-Nass for 1949 are their well known detective, fireman and police sets, including handcuffs, badges, whistles, goggles, etc. This firm also specializes in juvenile fishing sets and outfits with metal rods and reels. Harry Lesme and Bruno Pelz will be in attendance during the Toy Fair.

### 1949 RED CROSS DRIVE

William M. Holmes, chairman of the Board of Jacquelin [illegible] and for seven years president of Bonwit Teller Inc., will lead the retail trade of New York in the 1949 Red Cross Fund. It was announced January by Brig. General [illegible] Jeffe Greater New York chairman [illegible] campaign.

Mr. Holmes will form one of the largest fund-raising committees of the Red Cross appeal. In addition to directing the enlistment of volunteers and conducting the appeal for contributions in the huge retail trade field, Mr. Holmes also will serve as campaign chairman for many of the city's major manufacturing and processing firms.

His assignment includes the department stores and specialty shops for men, women and children, variety stores, also the manufacturing and [illegible] industries, jewelry and allied trades, toys and novelties.

In announcing Mr. Holmes' acceptance of this pivotal post in the campaign, General Jeffe said:

"The success of the Red Cross Fund depends entirely upon the knowledge and wholehearted action of each campaigner. In Mr. Holmes we have the benefit of many years experience at the helm of one of the city's greatest retail business houses and the widest acquaintance with the men and women engaged in both the manufacturing and merchandising of the products for which New York is renowned the world over."

Mr. Holmes joined Bonwit Teller in 1935 as vice-president and general manager. In 1940 he was named president, and held that position until his retirement in April, 1947. Preceding this service, he was general merchandising manager at [illegible] A. Chapman Co., Milwaukee department store, and prior to that held a similar position with E. T. Slattery Co., Boston specialty store.

He is trustee of the Emigrant Industrial Savings Bank of New York, and a member of the board of the Better Business Bureau, New York Board of Trade, Fifth Avenue Association, and Uptown Retail Guild.

Mr. Holmes is Chairman of the Board of the Westchester Country Club, and a member of the following:

Economics Club of New York, Union League Club, Friendly Sons of St. Patrick, Everglades Club of Palm Beach, Bath and Tennis Club of Palm Beach, New York Athletic Club, and the Kilcroney Country Club of Wicklow, Ireland.


SEE THE ACTION-PACKED PONY RIDE
AT THE
TOY FAIR

BIG DEALER PROFIT ON EACH SALE

Here is the [illegible] ride that gives you a substantial profit from every sale. Easily packed for [illegible] the Pony Ride sells year 'round for indoor and outdoor use. Your sales room will be the center of attraction when you show this big thrilling money getting attraction.

PARENTS GO FOR PONY RIDE

Children love the fast, safe action of Pony Ride. It keeps them busy, safe, off the streets for hours every day. They burn up that extra energy, stay out from under foot, mind and sleep better. Perfect in safe operation, rugged construction for many years of service.

*See the Pony Ride in action at the National Toy Fair*
*Room 5M — HOTEL NEW YORKER — March 7 to 18th*

The PONY RIDE Company, Box 483, Newton, Iowa

Jay Klotz

### JAY KLOTZ TO SHOW NEW SCHOOL BAG LINE AT FAIR

The many friends of Jay Klotz will be glad to learn that Jay Klotz & Co. is back in business and will again be on hand at the Toy Fair, Room 834 Hotel New Yorker. Mr. Klotz states that a modern new factory at 264 East 3rd Street, Mount Vernon, has been equipped with the latest and most modern machinery for the volume production of the well known Jayklo school bags, zipper cases and ring binders. Mr. Klotz states that he has prepared the most comprehensive line he has ever shown for the coming year and promises buyers some real surprises from the standpoint of values.

**$7.95 Retail**

($8.95 Denver and West)

# BOETSCH BROS.

**221 East 144th Street, New York City**

**Be sure to visit the. . .**

# "POGO" ROOM

## AT THE TOY FAIR!

**Room 742, Hotel New Yorker**

Come in and see the sensation of the Children's Phonograph field and watch the unveiling of "The Circus," "Peter R.," "Mother Goose," "Pixie" and "Toytown."

Ed. Murphy,
General Sales Manager

---

JOHN SCARNE

Will Introduce His
SENSATIONAL NEW GAME

# CHALLENGE

To The Trade At THE TOY FAIR!

**ROOM 309—200 FIFTH AVE.**

---

# Distinctive

**BUDDY WOOD TOYS**

**NEW YORK SALES OFFICE: 200 FIFTH AVENUE — ROOM 540**

---

**WHO IS HE?**

**SEE MARCH ISSUE**

---

# DECORATIONS AND NOVELTIES

Party Hats and Horns
for
Hallowe'en, Christmas,
New Year's, Easter, Patriotic
and Any Day

**THE BEISTLE COMPANY**

New York Office:
Room 480—200 Fifth Avenue

Factory:
Shippensburg, Pa.

---

LITTLE GIANT

# LIFT TRUCK

**SCIENTIFIC TOYS**

1618 N. Vancouver Ave. • Portland 12, Oregon

# COFFEE MAKERS AND ACCESSORIES

## WEST BEND *18-CUP* DRIP ALUMINUM COFFEE MAKER

Designed for the many occasions when the ordinary family-size coffee maker is too small Makes from 9 to 18 cups of delicious, full-flavored coffee Made of durable polished 18-gauge aluminum with molded plastic heat resistant handles. One-piece dripper with cup graduations stamped on outside for easy measurement Complete with patented even-flow water distributor LIST 7.95. (Mfr's. #3518).

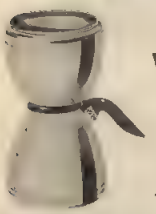
**No. 4E-1383.** Dealer's, each, **3.20.**
6, each, **4.77.**
Less 2%, Net..... **4.67**

By removing top bowl and placing lid on lower bowl, coffee maker becomes an attractive serving decanter Holds full 18 cups

## WEST BEND FLAVO-PERK ELECTRIC PERCOLATOR

Family-size electric percolator type coffeemaker Superbly-designed cold water type percolator makes 8 cups of delicious, flavorful coffee Made of polished aluminum Has graceful, easy-pouring spout Molded plastic legs protect the table. Recessed appliance socket Complete with cord. Coffee may be made right at breakfast table LIST 9.95 (Mfr's #3278E)

**No. 4E-1382.** Dealer's, each **6.63.**
Lots of 6, each, **5.97.**
Less 2%, Net.... **5.85**



## WEST BEND ALUMINUM VACUUM COFFEE MAKER

Here's a simplified coffee maker with instant appeal for home-makers and others who like good Vacuum made coffee. New permanent-type filter has only a perforated aluminum disc—no filter cloth needed Easy as A-B-C to make delicious coffee Provides uniform coffee everytime Bright polished aluminum. 8-cup capacity. LIST 3.95 (Mfr's. #250)

**No. 4E-1361.** Dealer's each, **2.63.**
Lots of 6 each, **2.37.**
Less 2% Net . . . **2.32**

## EKCO Stainless Steel Percolator

Large 8-cup percolator sturdily constructed of stainless steel with a copper bottom to withstand years of hard use. Highly polished to a gleaming finish. Coffee basket in stainless steel for better more tasty coffee Has rugged glass top piece. Size: 4⅞ in. in diameter, 8¾ in. high Weight, 2¼ lbs. LIST 8.60

**No. 4E-857.** Dealer's, each, **5.73.**
6, each, **5.16.**
Less 2%, net..... **5.06**

## VACULATOR CLOTHLESS FILTER
### GUARANTEED FOREVER

Fits not only Vaculator, but practically all vacuum coffee makers This popular filter is cleaner, more convenient and more economical than cloth or paper filters. Made of sparkling china. Snaps into place.

**No. VF-SP.** Dealer's, each, **15c.**
Lots of 12, each, **13c.**
Lots of 36, each.. . . . . .
SPECIAL QUANTITY PRICE → **15c**

## PERFECTO *"Forty-Niner"* 8-CUP ALUMINUM COFFEE MAKER

Aluminum vacuum coffee maker that offers very high quality at a very low cost. 8-cup capacity with splash proof top. Coffee may be poured from any side. Heavy gauge pure aluminum with brilliant lifetime finish Stainless steel removable and adjustable bands hold on handle Odorless rubber ring prevents leaking. Includes screen filter . . . for continuous perfect coffee brewing. LIST 2.98. (Mfr's #49)

**No. 4E-1311.** Dealer's, each, **1.82.**
Lots of 6, each, **1.79.**
Less 2%, Net ..... **1.75**

## EMPIRE ELECTRIC PERCO DRIP

**Make clear, sparkling, rich flavored coffee, extracting only the desirable coffee oils by the Perco Drip method . . . coffee never boils Sixty second percolation. Modern, attractive in design and rim . . . highly polished, seamless, heavy aluminum body . . . comfortable, cool ebonized handle . . . scratch proof feet. Black enameled base. Patented heavy duty direct heat emulsion element . . . sixty second percolation . . . economical, and dependable. Valveless pump.**

**No. 4E-1321.** 8 cup. Less cord. LIST 4.75. (Mfr's. #1802) Each, **3.17.**
6, each, **3.01.** Less 2%, Net..... **2.95**
**No 4E-1323.** 5 cup. Less cord LIST 3.95 (Mfr's. #180:) Each, **2.63.**
6, each **2.51.** Less 2%, Net..... **2.46**
**No. 12E-2234-S.** CORD SET WITH BAKELITE PLUG. **36c**
Dealer's, each.....

## PORCELIER 3-PIECE DRIP COFFEE MAKER SET

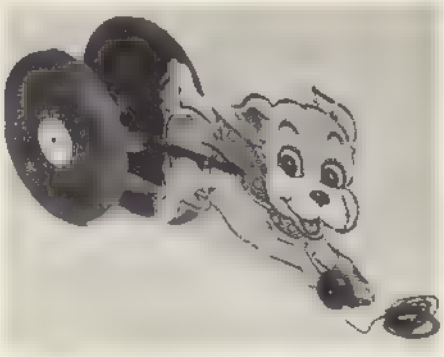
A handsome looking 3-piece coffee set. The perfect set for those who prefer Drip coffee. Made of Vitrified China with a beautiful design. Makes healthful delicious drip coffee that retains the full flavor of the coffee. Completely sanitary—very easy to clean. Will not stain, crase or discolor. Set includes 6-cup Drip Coffee Maker, Creamer and Sugar Bowl.

**No. 4E-1351.** Dealer's, each, **2.64.**
Lots of 6, each, **2.40.** Less 2%, net..... **2.35**

## NICRO 8-CUP Percolator
### FOR BREWING COFFEE AT THE .. TABLE—COMPLETELY ELECTRIC

The ideal 8-cup electric percolator for large families, parties, and family gatherings. Heavy duty and made of stainless steel for brewing delicious coffee continuously. The 575 watt A.C.-D.C. "Quick Heat" electric unit is sturdy—assuring long, trouble-free use. Completely electric Has heat resistant glass bubble top and cool bakelite handle Complete with stainless steel basket and stand; cord included. **Carries FULL GUARANTEE** and Approved by Underwriter's Lab.

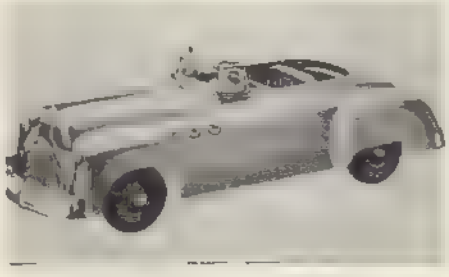
*No.* **4E-1388.** LIST 17.95. (Mfr's. #229)
Each, **11.37.** 6, each, **11.11.**
Less 2%, Net..... **10.89**



No. 600 Pull Chime

No. 830 Pull Chime

No. 457 Racer



No. 465 Convertible

N. N. HILL BRASS CO.

## PULL TOYS

**No. 800 Horse and Dog Pull Chime Assortment**.....Doz. $15.70
Colorful lithographed horse or dog mounted on wood pulling large steel chimed wheels.

**No. 830 Old Nag Pull Chime**.....Doz. $20.40
An attractive horse with action head, pulling red enameled steel wheels with chimes.

**No. 921 Teddy Cart** . . . . . Doz. $16.00
A Teddy Bear on a musical Cart.

**No. 880 Kitty Kut Up** . . . . . Doz. $24.00

RICH INDUSTRIES

## DAIRY TRUCK AND MILK WAGON

**No. 902 "Sealtest" Milk Wagon**. Doz. $44.00
Wagon is drawn by white horse that can be unhitched. Bottles and carrier.

**No. 906 "Sealtest" Milk Truck**. . . .Doz. $48.00
Entirely new pull toy. A milk truck that has a light that lights only when it is pulled. Bottles and carrier.

HUBLEY MFG. CO.

## METAL AND PLASTIC PULL TOYS

| | | |
|---|---|---|
| No. 457 | Racer | Doz. $ 6.40 |
| No. 459 | Taxi Cab | Doz. $ 7.70 |
| No. 462 | Tow Truck | Doz. $ 7.70 |
| No. 454 | Hook and Ladder | Doz. $ 8.50 |
| No. 453 | Fire Engine | Doz. $ 8.50 |
| No. 465 | Convertible | Doz. $12.00 |
| No. 475 | Tractor | Doz. $12.00 |
| No. 472 | Hook and Ladder | Doz. $16.00 |
| No. 474 | Tow Truck | Doz. $16.00 |
| No. 476 | Dump Truck | Doz. $16.00 |
| No. 478 | Bell Telephone Truck | Doz. $24.00 |
| No. 500 | Tractor Trailer Truck | Doz. $72.00 |
| No. 501 | Auto Transport | Doz. $72.00 |
| No. 20 | Boxed Racer Set | Doz. $21.60 |
| No. 10 | Boxed Taxi Cab Set | Doz. $27.00 |
| No. 40 | Boxed Truck Set | Doz. $27.00 |
| No. 30 | Boxed Fire Dept. Set | Doz. $32.00 |
| No. 326 | Boxed Taxi Cab Set | Doz. $16.00 |
| No. 327 | Boxed Auto Set | Doz. $18.00 |
| No. 325 | Boxed Fire Dept. Set | Doz. $18.00 |
| No. 30 | Boxed Fire Dept. Set | Doz. $32.00 |
| No. 50 | Boxed Farm Set | Doz. $51.20 |

METAL MASTERS CO., INC.

## MECHANICAL TRUCKS AND PULL TRUCKS

**No. 200 Boxed Set**.....Doz. $24.00
This set consists of bus, jeep, truck and roadster. All pull toys.

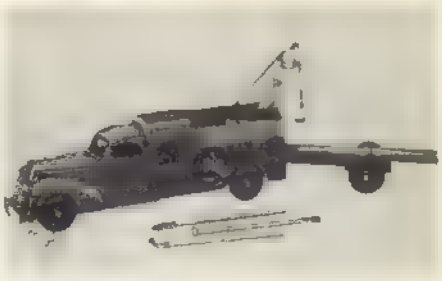
**No. 230 Boxed Set**.....Doz. $24.00
This set consists of fire truck, tow truck, jeep and roadster. All pull toys.

**No. T-3000 Boxed Fire Department Set** . Doz. $32.00
This set consists of large fire engine, junior fire truck and fire chief car.

**No. T-6000 Boxed Towing Service Set**.....Doz. $32.00
This set consists of large tow truck, junior tow truck and service jeep.

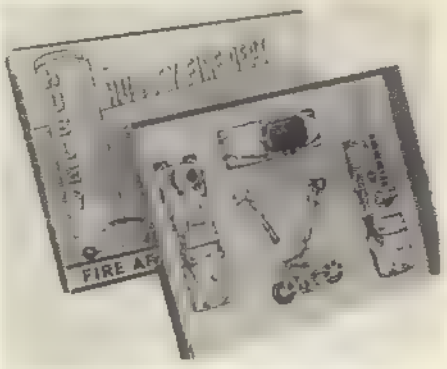
**No. T-136 Mechanical Boxed Set** Doz. $48.00
This set consists of mechanical fire engine, tow truck and station wagon.

ALL METAL MASTERS BOXED SETS ARE CELLOPHANE WINDOWED.

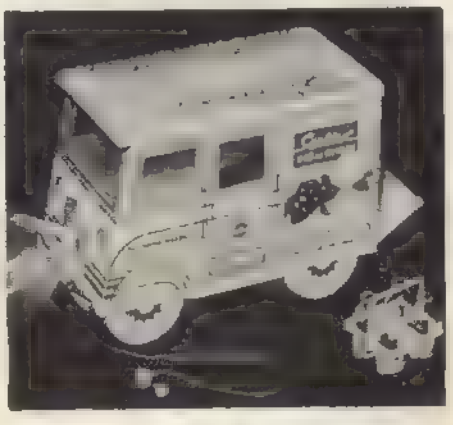


No. 478 Telephone Truck

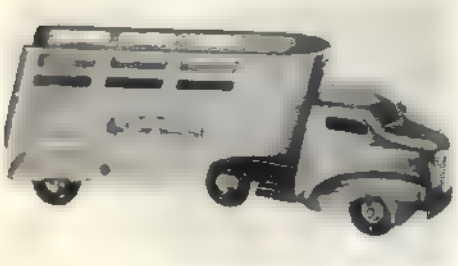
No. 10 Taxi Set



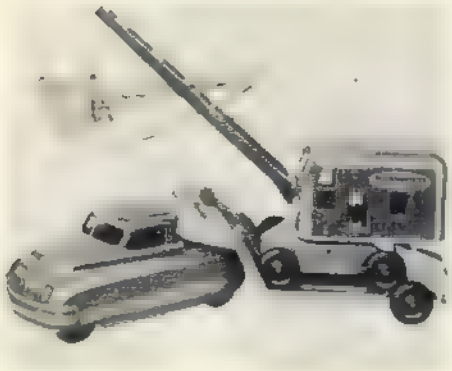
No. 30 Fire Department Set



No. 906 Milk Truck



No. 501 Van



No. 1200 Combination Truck

No. 1001 Dump Truck

No. 1500 Covered Van

No. 2000 Earth Hauler

ALL METAL PRODUCTS CO.
(WYANDOTTE)

## TRUCKS

| | | |
|---|---|---|
| No. 233 | Railway Express Truck | Doz. $ 8.50 |
| No. 350 | Railway Express Truck | Doz. $16.00 |
| No. 351 | Semi Trailer Moving Van | Doz. $16.00 |
| No. 391 | Dump Truck with shovel | Doz. $24.00 |
| No. 1001 | Heavy Duty Dump Truck | Doz. $32.00 |
| No. 1005 | Heavy Duty Wrecker Truck | Doz. $32.00 |
| No. 1009 | Station Wagon | Doz. $40.00 |
| No. 1200 | Truck and Steam Shovel | Doz. $64.00 |
| No. 1500 | Semi Trailer Van Truck | Doz. $48.00 |
| No. 1501 | Semi Trailer Express Truck | Doz. $48.00 |
| No. 1701 | Rider Truck | Doz. $78.00 |
| No. 1702 | Rider Truck and Siren | Doz. $108.00 |

CHAS. WM. DOEPKE MFG. CO.

## MODEL TOYS

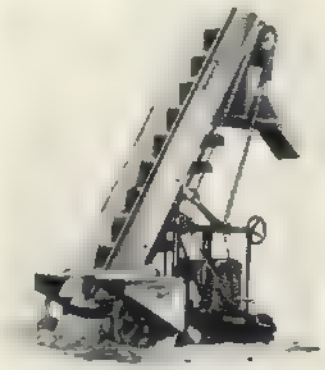
**No. 2000 Earth Hauler**..... Each $17.30
Authorized reproduction of Wooldridge Heavy Duty Earth Hauler. Overall length 25".

**No. 2001 Bucket Loader**..... Each $18.70
Authorized reproduction of Barber-Greene High Capacity Bucket Loader. Overall height 18".

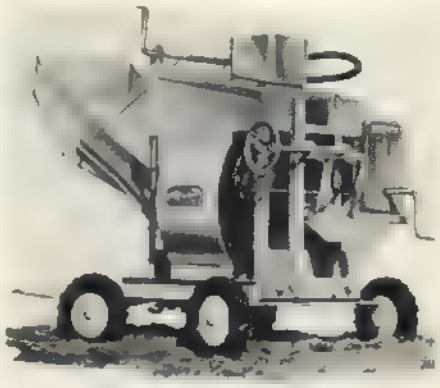
**No. 2002 Concrete Mixer**..... Each $14.70
Authorized reproduction of Jaeger Concrete Mixer. Overall length 15".

**No. 2006 Road Grader**..... Each $18.70
Authorized reproduction of Adams Diesel Road Grader. Overall length 26".

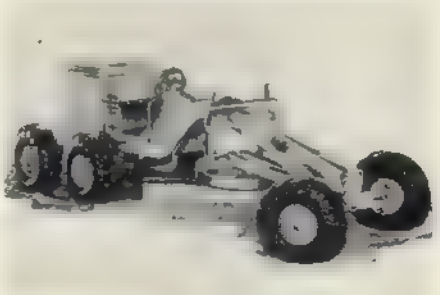
**No. 2007 Unit Mobile Crane**..... Each $18.70
Authorized reproduction of Unit Mobile Crane. Boom length 18½", overall length 11½".



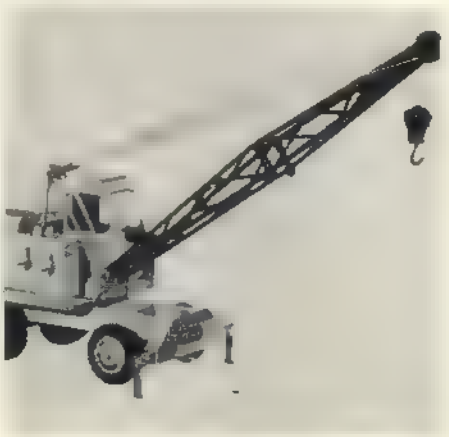
No. 2001 Bucket Loader



No. 2002 Concrete Mixer



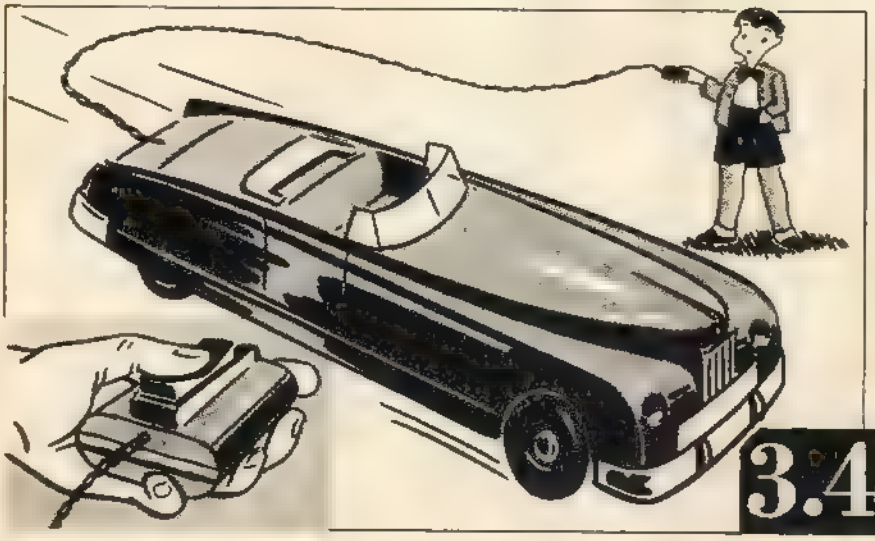
No. 2006 Road Grader



No. 2007 Unit Mobile Crane

There are 17
"priced to sell" numbers
in our new 1949 catalog,
9 of them are brand new.
You will find here numbers aimed to
pep up year 'round toy sales, and
add volume to the fall toy season.
Write at once for your copy
of the catalog and
price list.
R 260
RANGER STEEL PRODUCTS CORPORATION
175 FIFTH AVENUE • NEW YORK 10, NEW YORK

# FIRST AT MACY'S




**Kids! Macy's has an electric car you can steer by remote control!**

**Straight ahead! Reverse! Right or left — you're the driver and you steer it yourself by remote control from as far as 7 ft. away! *It's easy*—you control the car by a mere flick of the hand control switch. Operates on 2 flashlight batteries. *It's good looking*—smooth and streamlined, just like the latest '49 models. Made of shining acetate type plastic in bright red, yellow, or blue. Mail, phone orders filled. Toys, 5th Floor.**

*IT'S THE NEW REMARKABLE* **REMOTO-CAR**

*a Real 1/100 H.P. Motor*

The above advertisement (reconstructed to fit in this 8½x11 space) is a copy of a ½ Page advertisement run by THE WORLD'S LARGEST DEPARTMENT STORE (R. H. Macy Co., New York) in the WORLD'S LARGEST CIRCULATION NEWSPAPER (The Daily News, New York).

**IF IT'S GOOD ENUFF FOR THESE FAMOUS MERCHANDISERS IT SHOULD BE GOOD FOR YOUR TRADE**

OUR TESTS HAVE PROVEN REMOTO SHOULD BE → **THE TOY HIT of 1949**

***WRITE, WIRE OR PHONE TODAY***

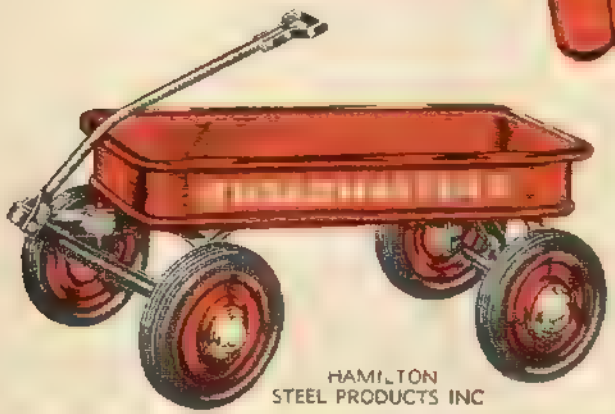
**MORESQUE ENTERPRISES** 1186 BROADWAY (BRESLIN HOTEL TOY MART) NEW YORK, N.Y.

**FIRST The Repeating Water Pistol • THEN Sassy the Duck • NOW the Remoto Car**

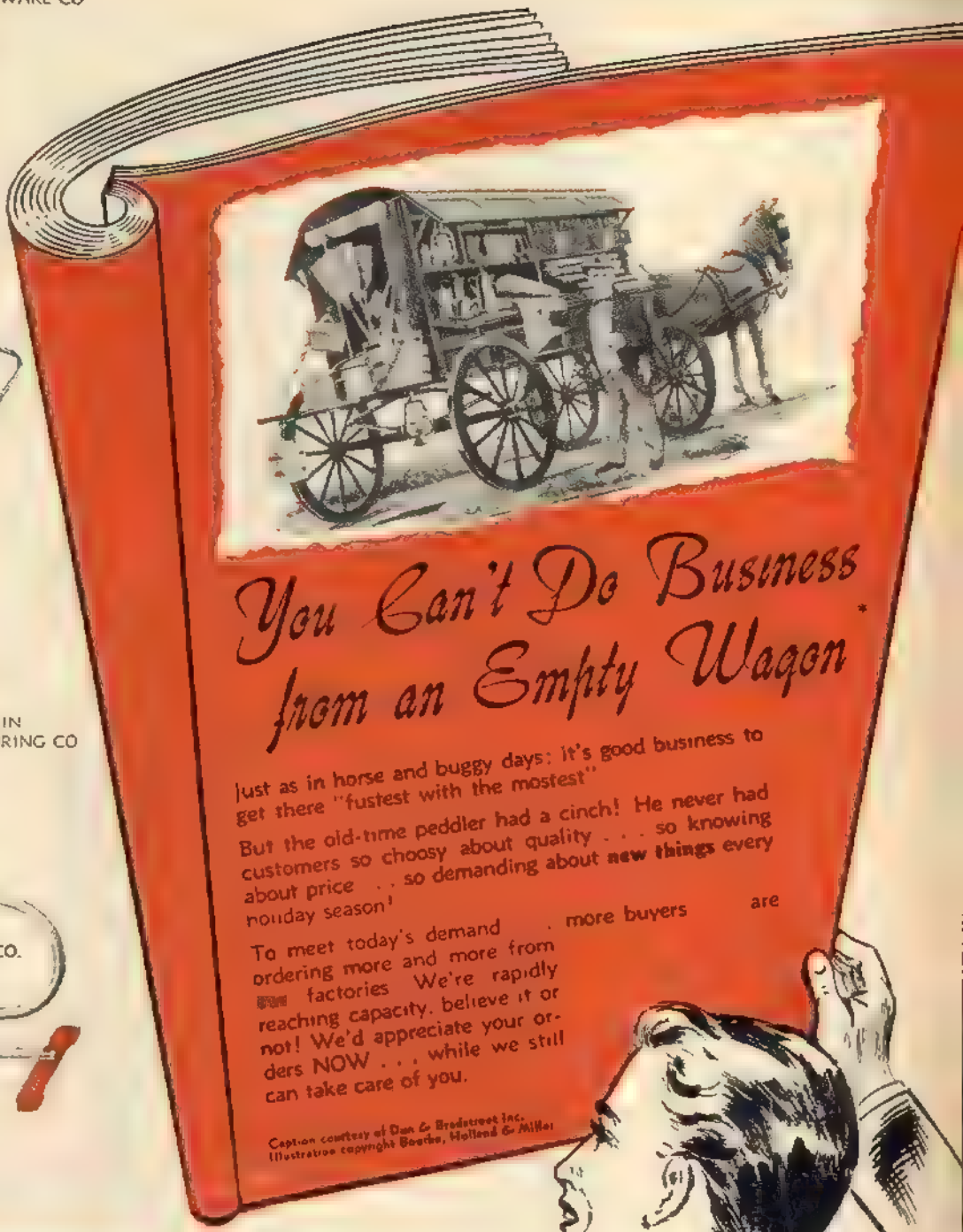
U. S. TRAVELWARE CO

MUSKIN
MANUFACTURING CO

GILKISON MANUFACTURING CO.



HAMILTON
STEEL PRODUCTS INC



# You Can't Do Business from an Empty Wagon

Just as in horse and buggy days: it's good business to get there "fustest with the mostest"

But the old-time peddler had a cinch! He never had customers so choosy about quality . . . so knowing about price . . . so demanding about **new things** every holiday season!

To meet today's demand . . . more buyers are ordering more and more from our factories. We're rapidly reaching capacity. believe it or not! We'd appreciate your orders NOW . . . while we still can take care of you.

Caption courtesy of Dun & Bradstreet Inc.
Illustration copyright Bourke, Holland & Miller

*New York Office*
*For Toy Manufacturers of*
*Nationally Recognized Quality*

HAMILTON STEEL PRODUCTS INC.....Quality Wheel Goods
MUSKIN MANUFACTURING CO. .....Doll Carriages, Strollers
GILKISON MANUFACTURING CO . Adult and Juvenile Metal Furniture, Metal Toys
U. S. TRAVELWARE CO. ..... Toy Trunks

## Max E. Brafman Company

DIRECT FACTORY SALESMEN SINCE 1925

200 FIFTH AVENUE NEW YORK 10, N. Y.

## PLAY STOVES

### RENWAL—PLASTIC

Comes completely equipped with pots and pans. Burner handles turn, lid and door open, drawers slide

**No. 26** Per dozen $24.00

One in a Box

### WOLVERINE—STEEL

**Equipped with Utensils**

It's big, it's realistic, it's packed with play appeal. Fashioned entirely of heavy gauge metal with richly embossed detail. Hinged door opens into heating compartment. Includes 4 perfectly proportioned utensils. Stove is 11" long, 18⅞" high, 6" wide

**No. 189** Per dozen $24.00

One in a Box

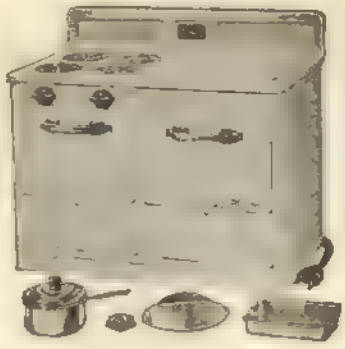
Heavy gauge metal, lithographed and embossed with a modern recessed base . . . Features that add to its play value are removable heating drawer, workable oven with hinged door, movable gas cocks, gauge and regulator clock with movable hands. Equipped with five attractive aluminum utensils including whistling tea kettle. Stove is 15¾" by 14" by 7¼"

**No. 194** Per dozen $45.00

One in a Carton

## TOY ELECTRIC STOVES

### METAL-WARE EMPIRE



Large size, 12½" x 11" x 7"

Separate elements for burners and oven Tested for extra safety

Durable steel construction electrically welded Baked enamel finish

Four utensils, red plastic pot switches Chromium plated handles, [illegible] with spring-lock door. Four quick heating burners

Oven element mounted beneath oven for more efficient baking

Durable sprayed on white enamel finish

Underwriters' listed cord set attached

Complete with utensils and 12 page cook book.

**No. 226** Each $4.95

One in a Box, Four in a Carton

**With Utensils**

Large size 15" x 12¾" x 7¼"

Four individual, 3" porcelain plate heating units. Three heating units in top burner plate—each fully enclosed, confining the heat to the individual burner. Polished metal covers The separate oven element is mounted beneath the oven for more effective baking. Well insulated, safety construction

Heavy, welded steel construction One piece top and back Beautifully enameled in white, polished chromium plated burner plates, door handles and trimmings

The red "signal" light glows brilliantly when range is connected A real safety signal that can be seen from a distance when the range is in operation

Supplied with four utensils. Accurate heat indicator in oven door. Play switches. Permanently attached Underwriters' listed cord set

**No. 240** Each $7.95

One in a Box, Four in a Carton

## RUNNING WATER SINKS

### RENWAL-PLASTIC

A real miniature sink with running water, and equipped with soap, soap powder, etc. Size 6 x 5½ x 4⅝ in.

**No. 22** Per dozen $24.00

One in a Box.

### WOLVERINE—STEEL

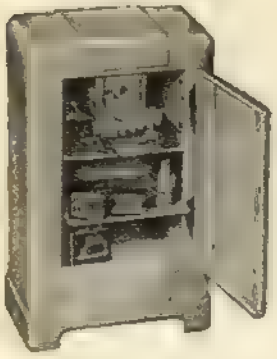
**Equipped with Faucet that Works**

This substantial-sized new sink looks as if it were taken right out of the pages of the latest periodicals on smart home decoration. It not only looks the part but acts it, too. A real faucet to start and stop running water. Specially constructed reservoir provides easy flow of water when the faucet is turned. Basin will hold small dishes and utensils. Latest detail is embossed in body of sink. Hinged door opens for lower compartment. Soap basin and ridges debossed in top. Constructed entirely of metal. Soap included. Sink is 11" long; 11⅛" high, 6" wide. Individually boxed.

**No. 198** Per dozen $19.20

One in a Carton.

## TOY REFRIGERATORS
**RENWAL-PLASTIC**



A beautiful toy stocked with butter, eggs, etc., just like real. Door opens and trays are removable

Size 7 x 4¾ x 2½ in

**No. 24** ..... Per dozen $24 00
One in a Box.

**WOLVERINE STEEL**

All metal. Inside of door brightly lithographed, contains minature packages of well known products, ice tray with imitation ice cubes. Height 13¼", width 8", depth 6¾".

**No. 188** .....Per dozen $19 20
One in a Box, One Dozen in a Carton

## TOY LAUNDRY SETS
**WOLVERINE**

**8-Piece Set**

Contains 10" metal tub, washboard 6" x 11", clothes basket, revolving clothes dryer, clothes pins, ironing board 16" long x 11" high, enameled metal play iron, and wooden bench 10" x 3¼".

**No. 208B** ..... Per dozen sets $24.00
One Set in a Box, Six in a Carton.

## TOY WASHING MACHINE SETS
**WOLVERINE**

Contains glass washing machine 9" high. Detachable wringer adjustable to 3 positions. Enameled metal rinsing tub 2⅝" x 6⅞". Revolving clothes line 9" high and clothes pins.

**No. 906** ..... Per dozen $21.00
One in a Box, One Dozen in a Carton.

**7-Piece Set**

Consists of Washing Machine, 10¾" high, 5¾" diameter with large adjustable wringer, wooden bench 10" x 4½" clothes basket, revolving clothes dryer 16" high, clothes pins, ironing board 20" long x 13½" high and large enameled metal play iron 5⅛" long

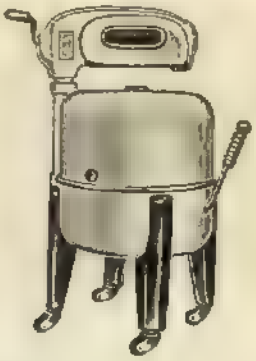
**No. 173A** ..... Per dozen set $48 00
One Set in a Carton

## TOY WASHING MACHINES
**WOOD'S**

Plastic wringer and agitator. Wringer rolls spring mounted. One piece large bowl made of clear transparent plastic, leak-proof. Very realistic in appearance and action. Has rubber drain hose. Skirt and legs of heavy steel finished in white enamel. Will actually wash doll clothes. Approx. size: 14 in. high, 8 in diameter

**No. 1126** .....Per dozen $48.00
Individually Boxed, One Dozen in a Shipping Carton

## TOY WASHING MACHINE
**MARX**



Measures 18" high to top of wringer, 9¾" in diameter.

Made of steel and is replica of modern washing machine, which actually operates. Equipped with lever at side for agitating. Mounted on four swivel wood wheels and is equipped with ringer which is adjustable and can be placed over the machine, or away from the machine as desired. Top cover is made of steel. Finished in gleaming white baked enamel

**No. K77** ..... Per dozen $66.00
One in a Carton

**WOLVERINE LAUNDRETTE**

Playhouse size reproduction of the modern automatic washing machine. Operated by turning crank at the side of the machine. This causes the drum to oscillate, swirling the clothes through the soapy water. Transparent plastic window makes action clearly visible. The top of the machine slips off and drum has door so that clothes may be deposited or removed. Machine is colorfully lithographed. Moveable imitation control knob adds to play appeal. Measures 8½" high, 7" wide, 6" deep

**No. 80** .....Per dozen $24.00
One in a Box, One Dozen in a Shipping Carton

CLEVELAND WELDING CO.

## ROADMASTER BICYCLES

No. 226B Boys' Bicycle

**No. 226B Boys Model Bicycle, 26"..Ea. $73.70**
**No. 426B Girls Model Bicycle, 26"...Ea. $73.70**

These bicycles come with a light on the front fender, the boys is Maroon and white, the girls is blue and white. Chrome rims, jeweled reflector on rear fender. Electronically welded frame. Streamlined chain guard.

**No. 926A Pleasure Liner Boys Bicycle, 26"..... Ea. $88.20**
**No. 726A Pleasure Liner Girls Bicycle, 26"..... Ea. $88.20**

These bicycles are fully equipped. The boys color is maroon and gray finish, the girls is blue and gray finish. They each have a streamlined tank. Electric horn in tank. Bullet-type headlamp on front fork. Extended box-type chain guard. Streamlined luggage carrier. Large extended reflector on rear fender.

No. 726A Ladies Model

**No. 8926A Luxury Liner Boys Bicycle, 26"..... Ea. $105.00**
**No. 8726A Luxury Liner Girls Bicycle, 26"..... Ea. $105.00**

These bicycles are fully equipped. The boys color is Deluxe black and red finish. The girls color is Deluxe blue and tan finish. They have an electronically welded frame. Improved shockmaster fork, 26" wheels. Chrome plated rims with deeper tire bead support, designed along lines of latest automobile wider rim style. Bullet shaped headlamp. Deluxe luggage carrier with built-in tail and stop light.

**No. 20B Boys Bicycle, 20"..... Ea. $69.90**
**No. 40B Girls Bicycle, 20"..... Ea. $69.90**

The color of the boys bicycle is maroon and white, the girls color is blue and white. They have 20" wheels, 14" seat mast, 4½" crank. Junior saddle. Wide base chrome rims, rigid fenders. Chrome plated handle bars. The low center of gravity of this model makes it the ideal bicycle for young, small girls and boys. Includes chain guard.

No. 6926A Mens' DeLuxe Model

**No. 24B Boys Bicycle, 24" ..... Ea. $71.50**
**No. 44B Girls Bicycle, 24" ..... Ea. $71.50**

These bicycles are the same in color and construction as the Models 20B and 40B listed above. The only difference being that these are larger models with 24" wheels, 17" seat mast, 5½" crank, and including chain guard.

**No. 226WH Men's Heavy Duty Bicycle, 26"..... Ea. $103.70**

Men's fully equipped. Colors: Maroon with white trim. Designed for heavy duty service where the ordinary bicycle may not serve. Adaptable to motors. Heavy luggage carrier with built in rib groove. Self-contained electric headlight. Electrically welded frame. 26" wheels. Wide base chrome rims. Heavy guage spokes. Shockmaster spring fork.

No. 40B-44B Girls Bicycle

CLEVELAND WELDING CO.

## MAJOR BICYCLES

**No. 2BX Boys Bicycle, 26" ..... Ea. $68.70**
**No. 4BX Girls Bicycle, 26" ..... Ea. $68.70**
**No. 80B Boys Bicycle with tank, 20" ..... Ea. $74.50**
**No. 70B Girls Bicycle with tank, 20" ..... Ea. $74.50**

No. 20B-24B Boys Bicycle

No. 4BX Girls Bicycle

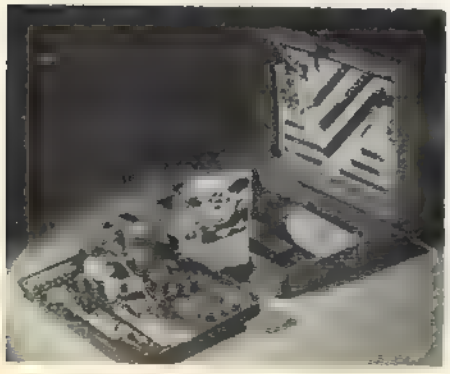
No. 90B Boys Bicycle

No. 226WH Heavy Duty Bicycle

No. 2 Set

No. 4 Set

No. 6 Set



No. 8 Set

URBANA MFG. CO.

## CONSTRUCTIONEER SETS

**No. 2 Junior Constructioneer Set,**
**Pkd. 12.....Ea. $2.70**

A popular, low-priced Constructioneer set attractively packaged in multi-colored box having effective sales appeal.

**No. 4 Junior Constructioneer Set,**
**Pkd. 12.....Ea. $4.00**

The Constructioneer No. 4 is an ideal low priced construction set. Quality has not been sacrificed at any point. Packaged in a colorful box, the No. 4 set is made of heavy guage steel, highly nickel-plated. Colors are of baked enamel finish and wheels are equipped with rubber tires.

**No. 6 Junior Constructioneer Set,**
**Pkd. 6.....Ea. $5.30**

The Constructioneer No. 6 is an outstanding set of larger size. Equipped with our new universal joint drive for use with crank or our famous Wasp motor. Packed in a four-color box that gives great eye appeal. All parts highest quality, brilliantly nickel-plated. Colors are baked enamel

**No. 12 Constructioneer Set With Motor,**
**Pkd. 2.....Ea. $21.40**

A super deluxe set. Without equal for value and quality. Includes a precision made die cast cement mixer. Merry Go Round with colored horse performing in eccentric action. Race Track with horses passing each other as they go round and round. Self-propelled models which travel across the floor.

**Wasp Motor, Pkd. 12.....Ea. $6.70**

The famous Wasp air cooled Electric Motor. Amazing power and durability. Standard equipment with sets Nos. 8 and 12. Latest features are forward, reversible and neutral action, die cast variable-speed pulleys, all gears, laminations and parts enclosed, finger tip control.

**No. 8 Constructioneer Set With Motor,**
**Pkd. 5.....Ea. $12.00**

This motorized set includes the famous Wasp air-cooled electric motor, with new reversing feature and includes the new universal joint drive. Large wheels with rubber tires and longer braces are packed in this set for construction of large portable models.

## DISPLAY MODELS FOR CONSTRUCTIONEER SETS

**Display Models for No. 8**
**Constructioneer Set.....Ea. $8.00**

These display models come in the Ferris Wheel and Chair-O-Plane models.

**Display Model for No. 12**
**Constructioneer Set.....Ea. $15.00**

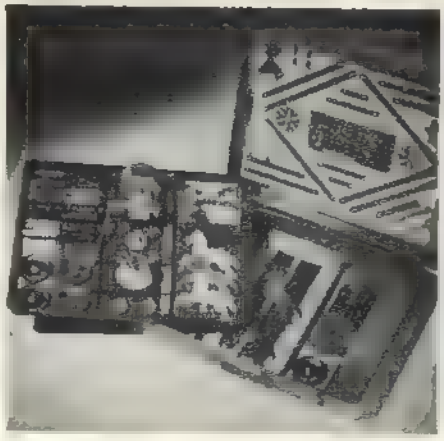
This display model is the Merry-Go-Round

URBANA MANUFACTURING CO.

## MINIATURE TOWMOTOR

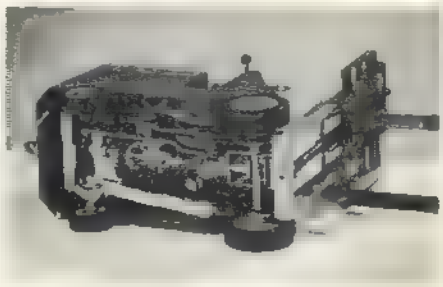
**Towmotor, Pkd 1.....Ea. $24.00**

The toy Towmotor is a working scale model, simulating the actions of a full size Towmotor. Yes, every operational feature of its big brother TOWMOTOR. Yet this marvelous reproduction of a fork lift truck will retail for $17.95. It will run busily about, turning, stopping, lifting and stacking.

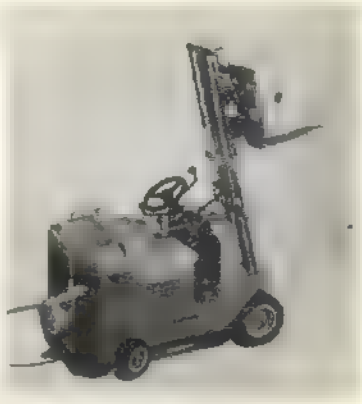


No. 12 Set

Wasp Motor



Towmotor



Towmotor

# A PROVEN TOY

The Roberts Load 'n' Dump Truck, introduced in 1948, has proven itself to be an outstanding new toy. Its popularity has been due both to its amazing material value and to its very real play value. The Load 'n' Dump Truck is a year 'round toy. It pushes, loads, carries, and dumps. Its unique scoop gives the truck extra play appeal. This scoop acts both as a bulldozer and a self-loader, swinging up over the cab. The truck carries its load over the highway on six rubber wheels, its bright grille gleaming. When the truck reaches its destination tripping a trigger automatically unloads the body.

**See the Load 'n' Dump Truck and the new 1949 Roberts Line in Room 676 at the Hotel McAlpin, and in Room 521 at 200 Fifth Ave. during the New York Toy Show.**

## ROBERTS MANUFACTURING COMPANY

Sales Representative: MURRAY GILBERT

200 FIFTH AVENUE, NEW YORK CITY

# "LUCKY" IS READY!

*with a complete new line of*

# STUFFED TOYS

*including . . .*

*Toy Fair Display*

ROOM 556

HOTEL McALPIN

BILL SCHAIER

SAM LEVY

*Representing*

CUDDLY PANDAS and BEARS

ASSORTED DOGS, ELEPHANTS

CATS and FAWNS

We are back to pre-war standards. Our stuffed toys are priced to meet every buyers' requirements. Stop in at our McAlpin Display before placing your fall orders . . . compare prices. It will pay you to see us on your fall buying.

*Samples and Prices On Request*

**LUCKY TOY COMPANY**

26-30 BLEECKER STREET *Telephone WO. 4-8856* NEW YORK 12, N. Y.

No. 251 Bengal Tiger

GET YOUR COPY OF THE NEW ILLUSTRATED CATALOG No. 111

DON'T MISS

# Indian Archery AT THE TOY FAIR

**ROOM 1006**

**HOTEL McALPIN**

NEW YORK CITY

MARCH 7 TO 18

● See INDIAN'S brilliant 1949 line of games including exclusive new "Bat-minton" Sets, improved, professional-quality archery sets, Darts and Dart Boards, and many other toy items.

## Toys That Sell All Year Around!

These exciting, life-like jungle beasts are one example of the outstanding quality and realism of Indian Archery toys that make profitable sales for you the year around! Targets shown here are in full color mounted on rigid 25 pt. board, stand 3 ft. high x 18" wide. Include a 36" GENUINE LEMONWOOD bow and four 16" arrows brilliantly feathered and rubber vacuum tipped. Packed assorted 1 Doz. to Case

No. 252 Jungle Elephant

No. 250 Nubian Lion

**Indian ARCHERY & TOY CORP.**

16 TO 24 CLARK STREET, EVANSVILLE, INDIANA

# RONSON®

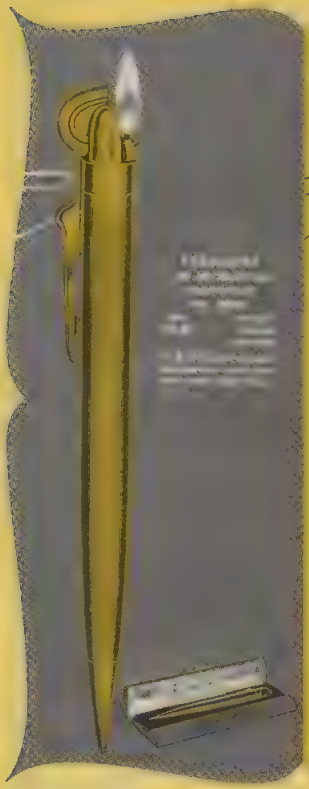
**WORLD'S GREATEST LIGHTER**

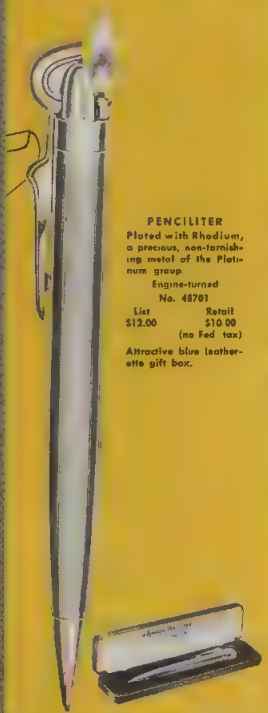
On this and the following seven pages, you'll find illustrations and descriptions of highspot products in the RONSON lines. The selection comprises fast sellers that will appeal to every pocketbook and every taste.

Whether your customer chooses the RONSON Adonis in 14K gold at $200.00, plus tax, or a RONSON Standard at $6.00, no Federal tax, he receives a precision-made product built to fine jewelry standards to give many years of efficient, dependable and convenient service.

In addition to the many millions of RONSONs purchased by cigar, cigarette, and pipe smokers for their own use, every month of the year is crowded with gift occasions for which RONSONs are the perfect answer.

Keep an adequate stock of RONSONs on hand and on display at all times and make extra sales by demonstrating RONSONs to your prospects. The overwhelming public preference for RONSONs and the goodwill that follows each one you sell, make it well worth your while to concentrate on RONSON the leader.





**PENCILITER**

Plated with Rhodium, a precious, non-tarnishing metal of the Platinum group.

Engine-turned

No. 48701

| List | Retail |
|---|---|
| $12.00 | $10.00 (no Fed tax) |

Attractive blue leatherette gift box.

RONSON Retail Prices are subject to Fair Trade Laws of all states having such legislation. Prices are subject to change without notice.

RONSON®

*Penciliter*

*Writes—Lights*

**The inspired gift . . . for every smoker who writes and every writer who smokes!**

**The World's Greatest Lighter and a superb mechanical pencil are combined in the handsome RONSON Penciliter. Always at hand to write with . . . to light with.**

***Press, it's lit! Release, it's out! Safely out the instant you lift your finger.***

**The two most constantly used personal appointments beautifully streamlined into one double-duty masterpiece!**

Patented Other Pats. Pend.

# RONSON

**WORLD'S GREATEST LIGHTER**

*PRESS . . . it's lit . . .*
*RELEASE . . . it's out*

All RONSONs listed are in chromium plate with polished monogram shield. Attractively boxed. Shown about 4/5 actual size.

## RONSON "GEM"

**This slim lighter for ladies is a welcome accessory for any handbag. Compact in size, smart in appearance.**

**GEM—Butler Finish Engine-turned Herringbone Design**

| No. | List | Retail |
|---|---|---|
| 13120 Gem | $7.80 | $6.50 |

**GEM—Black Enamel**

| No. | List | Retail |
|---|---|---|
| 13411 Gem | $9.00 | $7.50 |

**Two-tone Tortoise Enamel**

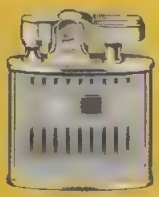
| | | |
|---|---|---|
| 13410 Gem | $9.00 | $7.50 |

**GEM—Enamel Floral Design**

| No. | List | Retail |
|---|---|---|
| 13409 Gem | $9.00 | $7.50 |

**STANDARD—Butler Finish Engine-turned**

| No. | List | Retail |
|---|---|---|
| 15103 Standard | $7.20 | $6.00 |
| 14103 Princess | $7.20 | $6.00 |



**STANDARD—Butler Finish Engine-turned**

| No. | List | Retail |
|---|---|---|
| 15102 Standard | $7.80 | $6.50 |

**STANDARD—Butler Finish, Engine-turned**

| No. | List | Retail |
|---|---|---|
| 15104 Standard | $7.80 | $6.50 |
| 14104 Princess | $7.80 | $6.50 |

## RONSON "STANDARD"

**Trim RONSON Standards for men or women are indeed present-day gifts — practical, beautiful. Precision made for a lifetime of use.**

**STANDARD—Tortoise Enamel**

| No. | List | Retail |
|---|---|---|
| 15350 Standard | $7.80 | $6.50 |
| 14350 Princess | $7.80 | $6.50 |

**Black Enamel**

| | | |
|---|---|---|
| 15351 Standard | $7.80 | $6.50 |
| 14351 Princess | $7.80 | $6.50 |

**STANDARD Genuine Black Leather**

| No. | List | Retail |
|---|---|---|
| 15800 Standard | $7.80 | $6.50 |
| 14800 Princess | $7.80 | $6.50 |

**STANDARD—Tortoise Enamel**

| No. | List | Retail |
|---|---|---|
| 15360 Standard | $7.80 | $6.50 |
| 14360 Princess | $7.80 | $6.50 |

**Black Enamel**

| No. | List | Retail |
|---|---|---|
| 15361 Standard | $7.80 | $6.50 |
| 14361 Princess | $7.80 | $6.50 |

**STANDARD—Genuine Pigskin**

| No. | List | Retail |
|---|---|---|
| 15801 Standard | $9.00 | $7.50 |
| 14801 Princess | $9.00 | $7.50 |

**Genuine Baby Alligator—Brown**

| | | |
|---|---|---|
| 15806 Standard | $9.00 | $7.50 |
| 14806 Princess | $9.00 | $7.50 |

## RONSON "PRINCESS"

**These dainty ladies' lighters are smartly styled for practical gift appeal. She'll use her slim RONSON Princess oftener than she uses her lipstick.**

**PRINCESS—Butler Finish, Engine-turned**

| No. | List | Retail |
|---|---|---|
| 14117 Princess | $7.80 | $6.50 |

**PRINCESS—Black Enamel Engine-turned**

| No. | List | Retail |
|---|---|---|
| 14363 Princess | $9.00 | $7.50 |
| 15363 Standard | $9.00 | $7.50 |

**Tortoise Enamel, Engine-turned**

| | | |
|---|---|---|
| 14362 Princess | $9.00 | $7.50 |
| 15362 Standard | $9.00 | $7.50 |

**PRINCESS**

**Genuine Lizard—Brown**

| No. | List | Retail |
|---|---|---|
| 14802 Princess | $9.00 | $7.50 |
| 15802 Standard | $9.00 | $7.50 |

**Genuine Lizard—Green**

| | | |
|---|---|---|
| 14803 Princess | $9.00 | $7.50 |
| 15803 Standard | $9.00 | $7.50 |

**Genuine Lizard—Red**

| | | |
|---|---|---|
| 14804 Princess | $9.00 | $7.50 |
| 15804 Standard | $9.00 | $7.50 |

**Genuine Lizard—Blue**

| | | |
|---|---|---|
| 14805 Princess | $9.00 | $7.50 |
| 15805 Standard | $9.00 | $7.50 |

RONSON Retail prices are subject to the Fair Trade Laws of all states having such legislation
Prices subject to change without notice

# ROUNDUP

TRADE MARK REG.

## GENUINE LEATHER HOLSTER AND PISTOL SETS

VISIT US AT THE NEW YORK

**TOY SHOW**

HOTEL McALPIN

**ROOM 877**

MARCH 7-18

WRITE FOR ILLUSTRATED 1949 CATALOG

**OUR SOUTHERN REPRESENTATIVE**
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Santa Fe Bldg
Dallas 2, Texas

*Carnell Mfg. Co., Inc.*

**OUR MID-WEST REPRESENTATIVE**
Mr. Daniel M. Weiss
774 Fulton Street
Brooklyn 7, N. Y.

FACTORY & OFFICES

**772-778 FULTON STREET • BROOKLYN 17, N. Y.**

*NEW YORK SHOWROOMS . . . NOEL SIEGEL, 200 FIFTH AVENUE, ROOM 453*

# PULL & PRESS ACTION TOYS

## Quality All Over

TRICYCLE TOM #144

RIDING JOE #151

**PULL ACTION TOYS**

**Tricycle Tom #144**
Individually boxed. 2 dozen to a carton. Approx. Weight per carton 21 lbs. 6¼" Long—6¼" High
**Suggested retail price $1.25**

**Riding Joe #151**
Individually boxed. 2 dozen to a carton. Approx. Weight per carton 31 lbs. 7" Long—9½" High.
**Suggested retail price $2.00**

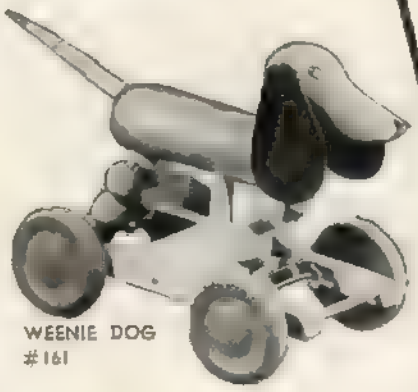
**Weeny Dog #161**
Individually boxed 2 dozen to a carton Approx. Weight per carton 26 lbs 10" Long—7" High.
**Suggested retail price $1.79**

**PRESS ACTION TOYS**
**for Instance**
Stork #155, Cat #153, Dog #130, Etc.
**Patent No. 2,421,279.**
Individually boxed 3 dozen to a carton. Approx. Weight per carton 11 lbs
**Suggested retail price $1.00**

**LOONY LINKS**
**#160 In Metal container.**
9½" High—3½" dia.—A novel construction set consisting of 34 finished parts. Links snap into each other. 2 dozen to a carton. Approx. Weight per carton 34 lbs.
**Suggested retail price $2.00**

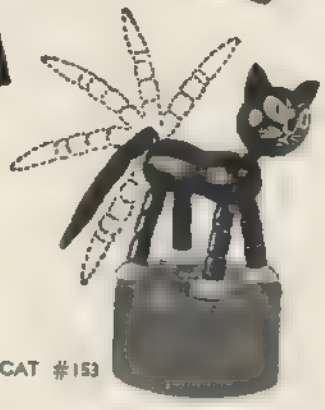
LOONY LINKS #160

STORK #155



WEENIE DOG #161

**All toys with Deluxe Finish**



CAT #153

# KOHNER BROS.

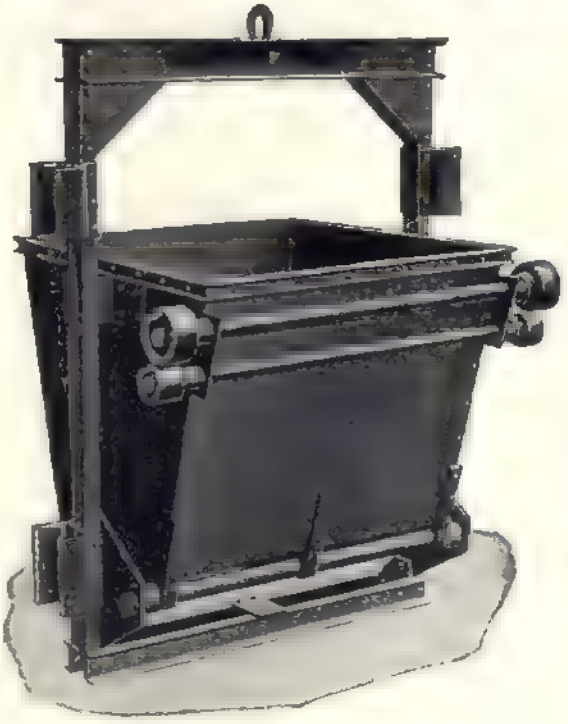
**HIGH QUALITY WOOD BEADS TOYS and NOVELTIES**

**155 Wooster Street** **New York 12, N. Y.** **ORegon 4-7578-9**

# SACKETT CONCRETE DISTRIBUTING EQUIPMENT

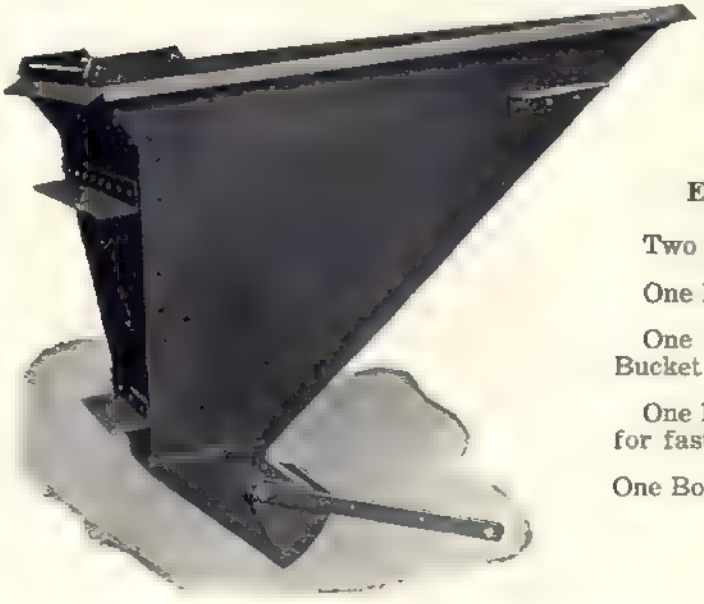
## Sackett Hoist Tower Equipment

Used in connection with a wooden tower which the Contractor builds.



### Built in Five Standard Sizes

**No. 107.** ¼ yard capacity.
**No. 114.** ½ yard capacity.
**No. 121.** ¾ yard capacity.
**No. 128.** 1 yard capacity.
**No. 135.** 1¼ yard capacity.



### Each Tower Outfit Includes

Two Top Sheave Wheels and Boxes.

One Bucket and Bale complete.

One Receiving Hopper fitted with Bucket dumping guides.

One Balanced Swing Chute and boxes for fastening.

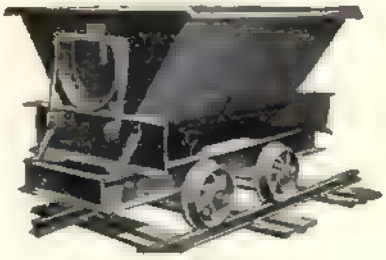
One Bottom Swivel Sheave Wheel.

### General Information

| No | Capacity, Cu. Ft | BUCKET Weight, Lbs. Empty | BUCKET Weight, Lbs. Full | H.P. at 100 Ft. Per Min. | Cable | Sheaves | Use With Hopper No | Receiving Hopper Capacity, Cu. Ft. | Receiving Hopper Weight, Empty | Weight Outfit, Complete |
|---|---|---|---|---|---|---|---|---|---|---|
| 107 | 7 | 255 | 1305 | 5 | ⅜" | 14" | 214 | 14 | 370 | 1010 |
| 114 | 14 | 530 | 2630 | 10 | ½" | 18" | 228 | 28 | 590 | 1730 |
| 121 | 21 | 570 | 3720 | 15 | ⅝" | 18" | 242 | 42 | 630 | 1950 |
| 128 | 28 | 700 | 4750 | 20 | ¾" | 18" | 256 | 56 | 810 | 2340 |
| 135 | 35 | 810 | 6210 | 25 | ¾" | 18" | 270 | 70 | 1120 | 2945 |

116-1-49

# SACKETT CONCRETE DISTRIBUTING EQUIPMENT



Number 450.

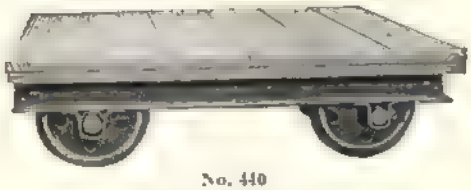
## Sackett Rocker Race Dump Car

| List No. | Capacity, Cu. Ft. | Size Over-all Length | Width | Height | Diameter Wheel | Track Gauge | Weight, Lbs. |
|---|---|---|---|---|---|---|---|
| 450-B | 21 | 66" | 52" | 41" | 12" | 24 | 900 |
| 450-C | 27 | 77" | 57" | 45" | 12" | 24 | 1000 |
| 450-D | 36 | 77" | 57" | 51" | 14 | 24 | 1200 |
| 450-E | 41 | 79" | 60" | 51" | 14" | 24 | 1400 |

## Typical Sackett Cars and Buckets

Made Up to Specification on Order

### Flat Car



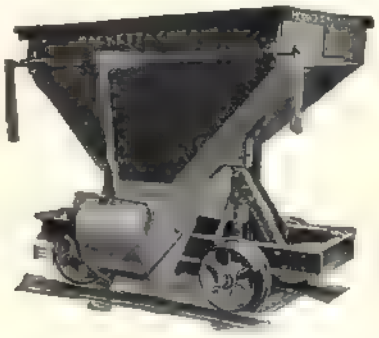
No. 440

Built with either oak or steel top

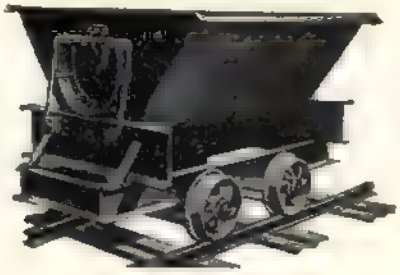
Number 326

### Scoop Car

Number 420.



Number 455.



Number 451

Number 320.

## Sackett Contractors' Tip Bucket

| List No. | Capacity, Cu. Ft. | Width Over All | Length Bucket | Depth Bucket | Weight |
|---|---|---|---|---|---|
| 320-A | 8 | 35" | 34" | 19" | 175 |
| 320-D | 14 | 41" | 39" | 26" | 250 |
| 320-F | 21 | 46" | 48" | 28" | 350 |
| 320-G | 27 | 57" | 50" | 30 | 475 |
| 320-I | 41 | 58" | 58" | 36 | 600 |

# THE SAGER AXE

Is manufactured by **The Warren Axe and Tool Co., Warren, Pa.**, and by them only, and has the only Genuine Sager Label copyrighted and owned solely by them. THE GENUINE SAGER AXE is warranted against flaws or any fault of manufacture. Like all good things it has its imitators.

Michigan Pattern

Michigan Pattern

Western Pattern

| | Single Bits | Double Bits |
|---|---|---|
| Base weight, unhandled.....Per Doz. | $ | $ |
| With No. 1 Hickory handle..... " " | $ | $ |

## Malleable Socket Peavies, with Driven Picks

| Size | Approx. Wt. Per Doz. Lbs. | With Maple Handles No. | With Maple Handles Price, Doz. | With Hickory Handles No. | With Hickory Handles Price, Doz. |
|---|---|---|---|---|---|
| 2 inches x 2½ feet | 80 | A200 | $68.00 | A300 | $72.00 |
| 3 feet | 85 | B200 | 69.00 | B300 | 74.00 |
| 3½ feet | 95 | C200 | 71.00 | C300 | 78.00 |
| 2¼ inches x 4 feet | 110 | 200 | 73.00 | 300 | 86.00 |
| 4½ feet | 120 | 201 | 75.00 | 301 | 89.00 |
| 5 feet | 125 | 202 | 77.00 | 302 | 95.00 |
| 2½ inches x 4 feet | 115 | 206 | 76.00 | 306 | 87.00 |
| 4½ feet | 120 | 207 | 78.00 | 307 | 92.00 |
| 5 feet | 125 | 208 | 80.00 | 308 | 97.00 |
| 5½ feet | 130 | 209 | 82.00 | 309 | 102.00 |

## Malleable Clasp Cant Hooks

| Size | Approx. Wt. Per Doz. Lbs. | With Maple Handles No. | With Maple Handles Price, Doz. | With Hickory Handles No. | With Hickory Handles Price, Doz. |
|---|---|---|---|---|---|
| 2 inches x 2½ feet | 73 | A400 | $52.00 | A500 | $59.00 |
| 3 feet | 78 | B400 | 54.00 | B500 | 61.00 |
| 3½ feet | 83 | C400 | 55.00 | C500 | 62.00 |
| 2¼ inches x 3 feet | 80 | D400 | 54.00 | D500 | 61.00 |
| 3½ feet | 85 | E400 | 55.00 | E500 | 62.00 |
| 4 feet | 88 | 400 | 58.00 | 500 | 66.00 |
| 4½ feet | 93 | 401 | 60.00 | 501 | 68.00 |
| 2½ inches x 4 feet | 90 | 402 | 59.00 | 502 | 67.00 |
| 4½ feet | 95 | 403 | 61.00 | 503 | 69.00 |
| 5 feet | 100 | 404 | 63.00 | 504 | 74.00 |
| 5½ feet | 105 | 405 | 65.00 | 505 | 78.00 |

Always order by Number and specify the kind of hook wanted. We will always send Duck Bill Hooks unless otherwise ordered.

## Timber Carriers or Lug Hooks

This tool is for use wherever timber is handled, in lumber yards, around the mill, for handling ties, telegraph poles, etc. It is equipped with the best second-growth maple or hickory handles. The hooks are of high carbon steel with swivel to permit handling timber in narrow places.

| No. | Size | Approx. Wt. Lbs., Per Doz. | Price |
|---|---|---|---|
| **With Duck Bill Hooks and Maple Handles** | | | |
| 605 | 4 -foot handles | 97 | $74.00 |
| 606 | 4½ -foot handles | 102 | 76.00 |
| 607 | 5 -foot handles | 106 | 78.00 |
| **With Chisel Point Hooks and Maple Handles** | | | |
| 608 | 4 -foot handles | 95 | 69.00 |
| 609 | 4½-foot handles | 100 | 71.00 |
| 610 | 5 -foot handles | 106 | 73.00 |

| No. | Size | Approx. Wt. Lbs., Per Doz. | Price |
|---|---|---|---|
| **With Duck Bill Hooks and Hickory Handles** | | | |
| A605 | 4 -foot handles | 97 | $83.00 |
| A606 | 4½ -foot handles | 102 | 85.00 |
| A607 | 5 -foot handles | 106 | 87.00 |
| **With Chisel Point Hooks and Hickory Handles** | | | |
| A608 | 4 -foot handles | 9. | 78.00 |
| B608 | 4½-foot handles | 100 | 80.00 |
| C608 | 5 -foot handles | 106 | 82.00 |

# SAUNDERS

## *Does It Again!*

## The BEST SELLER for 1949

TO RETAIL AT $1.00

# POLICE *SQUAD CAR*

***FRICTION DRIVE***

**KEY-LESS**

**MOTOR and SIREN**

ORDER NOW FOR GUARANTEED DELIVERY
CATALOG ON REQUEST

MANUFACTURED BY

**SAUNDERS TOOL & DIE CO.**

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*National Sales Representative*

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36 South State Street, Chicago 3, Ill.

## HAVE YOU SEEN THE NEW

# Schoenhut

# PIANOS

**with the**

## PLASTIC KEYS and HALF NOTES

*If you haven't — write for samples and prices*

77 years of specializing in the manufacture of the finest toy pianos obtainable. The very best in design, workmanship and tonal quality.

**PICK-UP-STICKS — PIANOS — METALLOPHONES**

77 YEARS

**NEW YORK SHOW ROOM**

**MOSELEY & ABRAHAMS**

**ROOM 315**

**200 FIFTH AVENUE**

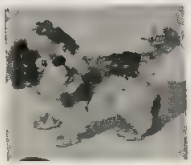
## O. SCHOENHUT, Inc.

2046 E. CASTOR AVE., PHILADELPHIA 34, PA.

# SHACKMAN'S *has everything in the line of*
## TOYS • GAMES • NOVELTIES & PARTY DECORATIONS

• The items below and hundreds of other unusual hard-to-find items—most of which are exclusive with us—may be seen at our new convenient location. The bus stops at our door! The subway's a block away! We're a hop and a skip from the Toy Bldg.

- ★ Mechanical Toys
- ★ Wood Puzzles
- ★ Miniature Dolls
- ★ Christmas Ornaments
- ★ Miniature Horns *(actually blow tune)*
- ★ Miniature Bells *(really ring)*
- ★ Games
- ★ Miniature Fur and Plush Animals
- ★ 8-Note 1" Harmonicas
- ★ Water Flowers
- ★ Tricks
- ★ Gadgets
- ★ Masks
- ★ Decorations

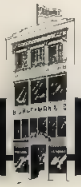


COME IN AND SEE THESE AND NUMEROUS OTHER PROFITABLE NUMBERS.

*Come in and win extra profits with our new price policy!*

SEND FOR OUR NEW CATALOG

**JOBBERS & EXPORTERS**
Don't overlook this excellent source for fast-selling profitable numbers!



• Est. 1898 • **B. SHACKMAN & CO.**
71 MADISON AVENUE (between 27th and 28th Streets) NEW YORK 16, N. Y.
Phone: MU 5-8990

## GONG BELL GETS TOY SALES MOVING

Gong Bell has a sensational line of profit makers. Sell Gong Bell and follow the shortest distance to toy profits. Feature the famous Gong Bell Line and see how value-hungry consumers recognize traditional quality and appeal. Turn to toys that move. The "moving" line is the GONG BELL LINE.

THE Gong Bell MFG. CO. Since 1866
200 FIFTH AVE., NEW YORK 10, N. Y., ROOM 324

Walter H. Rhone
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WOLVERINE

## TO BE SURE OF DELIVERIES . . .

We urge that you send in your orders for Wolverine Toys and Games as soon as possible . . .

**WOLVERINE** SUPPLY & MFG. CO.
Factory: PITTSBURGH, PA.
New York Office: 200 Fifth Ave. Tel.: ORegon 5-3080

*Consumers Demand Natural Slate Blackboards*

National School Slate Blackboards Are Permanently Exhibited by
MOSELEY and ABRAHAMS
200 Fifth Avenue
NEW YORK CITY
STANDARD TOY AGENCIES
718 Mission St.
SAN FRANCISCO, CAL.

NATIONAL SCHOOL SLATE COMPANY
LEATHERSTOCKING
LEATHINGTON, PA.

HEY LOOK, WARD, IT'S OF SLATE!

## HAVE YOU SEEN THE NEW

# Schoenhut

# PIANOS

**with the**

## PLASTIC KEYS and HALF NOTES

*If you haven't — write for samples and prices*

77 years of specializing in the manufacture of the finest toy pianos obtainable. The very best in design, workmanship and tonal quality.

**PICK-UP-STICKS — PIANOS — METALLOPHONES**

77 YEARS

**NEW YORK SHOW ROOM**

**MOSELEY & ABRAHAMS**

**ROOM 315**

**200 FIFTH AVENUE**

## O. SCHOENHUT, Inc.

2046 E. CASTOR AVE., PHILADELPHIA 34, PA.

# AT LAST! OUTBOARDS THAT LET YOU

# SHIFT

**Scott-Atwater proudly presents complete new line of gear*SHIFT* motors that weigh only 1¾ lbs. more, cost only $149.50 to $199.50**

Outboard owners have asked for it. Now Scott-Atwater has perfected it... a gear***SHIFT*** outboard so simple, so sound, so foolproof you'll want it on sight. Easy to use ...***SHIFT*** the gear***SHIFT*** to back up, stand still or go ahead (you can't clash gears). Easy to own... all three new Scott-Atwater ***SHIFT*** models priced under $200 (no more than other motors of comparable quality without ***SHIFT***). Easy to carry... the Scott-Atwater ***SHIFT*** adds less than 2 pounds to weight of motors. Your Scott-Atwater dealer will have all the new ***SHIFT*** models soon. Look for them. Then get ready to ***SHIFT***... to Scott-Atwater!

**NOW ENJOY CRUISER CONTROL with SCOTT-ATWATER**

***SHIFT*** ... to warm up motor in neutral

***SHIFT*** ... to back away from dock

***SHIFT*** ... to make an "eggshell landing"

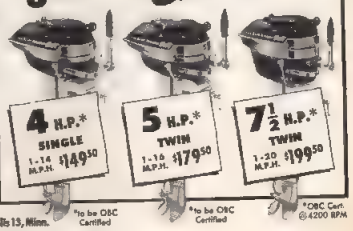
**Enjoy these new features, too!**

- Slip Clutch propeller protection
- Duo-Grip Carrying Handle
- Constant Pressure Water Pump

**INSIDE STORY**

Driveshaft gear is always engaged with both forward and reverse gears. But neither is permanently engaged with propeller shaft. When you ***SHIFT***, clutch dog moves. Its position determines whether forward or reverse gear is engaged. If neither is, you're in neutral.

**3 NEW GEAR *SHIFT* MODELS!**


4 H.P.* SINGLE 1-14 M.P.H. $149.50
5 H.P.* TWIN 1-16 M.P.H. $179.50
7½ H.P.* TWIN 1-20 M.P.H. $199.50
*to be OBC Certified
*to be OBC Certified
*OBC Cert. @4200 RPM

# SHIFT to Scott-Atwater

For further information write Dept. MB-18, Scott-Atwater Mfg. Co. Inc., Minneapolis 13, Minn.

# AT LAST! OUTBOARDS THAT LET YOU

# SHIFT

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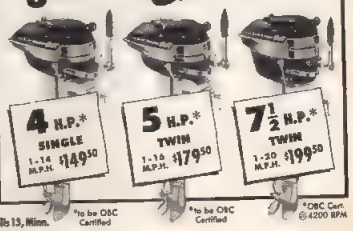
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*to be OBC Certified
*OBC Cert. @4200 RPM

# SHIFT to Scott-Atwater

For further information write Dept. MB-18, Scott-Atwater Mfg. Co. Inc., Minneapolis 13, Minn.

New!!!

**$2875 Sea Beaver SPORTS CRUISER**

A CREATION OF HUBERT SCOTT-PAINE, INVENTOR OF THE PT BOAT

SEE THE SEA BEAVERS AT THE NEW YORK SHOW

The smash hit of the Motor Boat Show—49's best buy 24' x 8' DRAFT ONLY 16". HONDURAS MAHOGANY HULL—no seams, no leaks, oak strengthening throughout. Full equipment including toilet, fresh water and sink, opening forward window two mattressed berths Speed 17 m.p.h. with a 45 h.p. Gray, 24 m.p.h. with optional 93 h.p. Chrysler, Chrome plated bronze fittings and choice of hull colors. Order now for early delivery

OTHER 24 SEA BEAVER BOATS

*Marine Station Wagon—$3990*

*De Luxe Cruiser—$4750*

*Harbor Launch—$3990*

For Farther Particulars Write to

DEALER FRANCHISES AVAILABLE

**MARINE DESIGN—Steamboat Road—Greenwich, Conn.**

# REX WINCHES

RATIO 35 to 1 — PAT'D 38 to 1

We manufacture the following types of winches, also air compressors and hoists of different sizes. Our books and sheets.

Rex Motor Winch— 600 ft. lift—Weight 65#
Rex Senior Single Winch—2000 ft.—Weight 135#
Rex Senior Double Winch—2000 ft. lift—weight 214#
Rex Master Winch—6000 ft. lift Weight 335#
Rex Industrial Winch, mounted on turntable, proves very valuable in boat yard.
Rex Truck Winch, capacity 5 tons. Ideal for pulling heavy equipment.

*Write for Catalog and Literature.*

**REX MACHINE COMPANY** GRAND RAPIDS, MICHIGAN

**SEE HER AT THE SHOW**

In all her glory, the unique JERSEY SEA SKIFF created by Egg Harbor will again be ready for your inspection at the National Boat Show in New York City, courtesy of her builders and

EDWIN B. ATHEARN, WOODS HOLE, MASS.
BUCKEY CONSTRUCTION, WEST POINT PLEASANT, N. J.
NICKERSON'S BOAT YARD, EAST MORICHES, L. I.

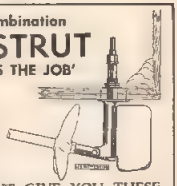
If you can't get there to see her, be sure to write us for a new detailed folder and list of representatives.

**EGG HARBOR BOAT COMPANY, Egg Harbor City, N. J.**

Streamlined Combination

# RUDDER-STRUT

'ONE UNIT DOES THE JOB'



- Polished Bronze
- Precision Machined
- Perfected Design

LET RUDDER-STRUT GIVE YOU THESE FIVE BIG ADVANTAGES. It eliminates strut turbulence ahead of the propeller • It assures a longer lasting tail bearing for high speed shafts. • It is SELF-ALIGNING. • It is simple to install. • And it provides a streamlined rudder calculated for maximum efficiency at all speeds. You are certain of smoother operation with this unit.

ALL THIS AT NO GREATER COST THAN OLD STYLE DEVICES.

## CAST BRONZE STEP PADS

HEAVY MOULDED RUBBER MAT

•

PRACTICAL, NON-SKID

C.O.D. or Prepaid If Check With Order — Or at Your Marine Dealer

**MARINE-AIR CRAFTS** CORPORATION
SAN CARLOS CALIFORNIA

# Knife Values

## "CUB HUNTER" KNIFE

**A miniature Souvenir Hunting Knife. Only 4" long.** Polished steel blade, white plastic handle, and brass guard. Leather sheath with belt loop and snap fastener. One doz bulk to ctn. Ship. wt. ctn. 2 lbs.

311K186—Retail 69c each.....PER DOZEN **$3.95**

**SERPENTINE SWITCH KNIVES. Full polished, 3¾", high** carbon steel, clip blade. White pearline handle. Polished tips and bolsters. Brass lined. Length closed 5". One dozen on easel display card. Ship. wt. 3 lbs.

311K306—Retail 98c each.....PER CARD OF 12 **$4.95**

## PREMIUM STOCK KNIVES

**3 mirror finished, Hi-Carbon steel blades.** Large clip, sheepfoot and pen. Simulated stag horn handle. Nickel silver bolsters. Brass lined. **Length closed 4".** One dozen on easel display card. Ship. wt. 4 lbs.

311K320—Retail $2.00 ea...PER CARD OF 12 **$11.50**

## 3-BLADE FOREST MASTER

**Fully polished, high carbon steel:** spear, can opener and combination screwdriver—bottle opener blades. Simulated stag handle. Nickel-plated bolsters. Brass lined. Ball for chain. **Length closed 3½".** One dozen on easel display card. Ship. wt. 4 lbs.

311K341—Retail 98c each...PER CARD OF 12 **$5.95**

## 4-BLADE FOREST MASTERS

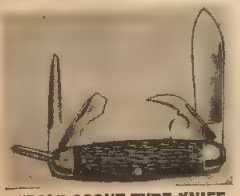
**Fully polished, Hi-Carbon steel:** spear, pen, can opener and combination screwdriver—cap lifter blades. Simulated stag handle. **Nickel-silver bolsters.** Brass lined. Ball for chain. **Length closed 3¾".** One dozen on easel display card. Ship. wt. 4 lbs.

311K318—Retail $2.00 each

PER CARD OF 12 **$11.50**

**As above: With nickel-plated bolsters.**

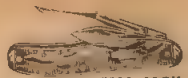
311K342—Retail $1.29 ea...PER CARD OF 12 **$7.95**



## "PAL" SCOUT TYPE KNIFE

**Mirror-finished, finest quality steel:** spear, reamer, can opener and combination screwdriver—cap lifter blades. Stag handle. Nickel-silver bolsters and shackle. Brass lined. **Length closed 3¾".** Six to a box. Ship. wt. doz. 4 lbs. **Retail $2.50 ea.**

311K297—Per dozen $14.95.....EACH **$1.35**

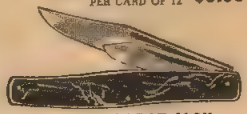


## 2-BLADE SMALL JACK

**Polished, high carbon steel, 2⅛" clip and 1⅜" pen blades.** Imitation pearl handle. Brass lined. Length closed 3⅛". One dozen on easel display card. Ship. wt. 2 lbs.

311K302—Retail 69c each.

PER CARD OF 12 **$3.95**



## 2-BLADE LARGE JACK

**Highly polished, high carbon steel, 3" clip and 1¾" pen blades.** Full length, assorted mottled colored, unbreakable plastic handles. Steel lining. **Length closed 4".** Two dozen, bulk, to stock box. Ship. wt. box 4 lbs.

311K297—Retail 59c each.

PER DOZEN **$3.95**

## 2-BLADE JACK KNIFE

**Full polished, high carbon steel, 2½" clip and 1¾" pen blades.** Assorted mottled colored, unbreakable plastic handles (Not shields). Brass tips and lining. **Length closed 3½".** One dozen in partitioned display box. Ship. wt. 3 lbs.

311K282—Retail 89c each.

PER DOZEN **$4.95**

## EXTRA QUALITY 2-BLADE JACK

**Mirror finished, Hi-Carbon steel, 2⅛" clip and 1¾" pen blades.** Simulated stag handle. Nickel-silver bolsters. Brass lined. **Length closed 3¾".** One dozen on easel display card. Ship. wt. 4 lbs.

311K301—Retail 98c each.

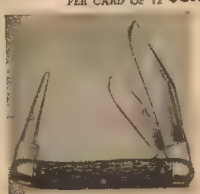
PER CARD OF 12 **$5.95**

## 1-BLADE CHARM KNIVES

**Full polished, high carbon steel, 1¾" clip blade.** Unbreakable plastic handles. Nickel-plated collar, bolsters and shackles. Brass lined. **Length closed 2½".** One dozen assorted white and mottled colors on easel display card. Ship. wt. 2 lbs.

311K335—Retail 65c each.

PER CARD OF 12 **$3.65**



## "PAL" PREMIUM STOCK KNIFE

**Mirror finished, best quality steel, clip, spey and reamer blades.** Stag handle. Nickel-silver bolsters. Brass lined. Length closed 3¾". Six to a box. Ship. wt. doz. 4 lbs.

**Retail $2.50 each.**

311K288—Per Dozen $14.95..EACH **$1.35**

## NEW ART MODEL — Photo Handle Knives

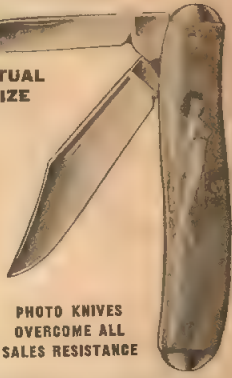
**KEY-CHAIN CHARM STYLE**

**$3.35 PER DOZ.**

**Sells like wildfire!** Actual photos of art models, in assorted poses, under clear plastic handles. Complete with non-kinking, ball link key chain. Polished, sharp steel pen blade. Brass tips and lining. **Shown actual size.** One dozen on easel display card. Ship. wt. 2 lbs. Retail 60c each.

311K334—Per gross $37.50.

PER CARD OF 12 **$3.35**



**ACTUAL SIZE**

**PHOTO KNIVES OVERCOME ALL SALES RESISTANCE**

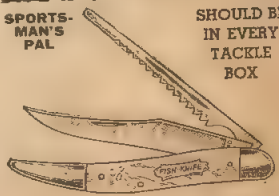
**2-BLADE PHOTO JACK. The clear plastic covered, photo handles create instant demand. Full polished, carbon steel, 2" clip and 1⅛" pen blades.** Brass tips and lining. One dozen assorted on easel display card. Ship. wt. 3 lbs. Retail 75c each.

311K333—Per Gross $45.00.

PER CARD OF 12 **$3.95**

**SPORTSMAN'S PAL**

**SHOULD BE IN EVERY TACKLE BOX**



**2-BLADE FISH KNIFE. Mirror finished, high carbon steel, 3⅝" clip blade and combination scaler, hook disgorger and bottle-cap lifter.** White plastic handle. Polished cap and bolster. Brass lined. Length closed 5". One dozen on easel display card. Ship. wt. 4 lbs.

311K318—Retail $1.35 ea...PER CARD OF 12 **$7.95**

# SIMPLEX BALL BEARING SCREW JACKS

## They Lift Faster, Easier, Safer Because of These Exclusive Features

Non-slip corrugated, forged steel cap with self-leveling 9° float. Positively will not twist out from under loads. A single large chrome-molybdenum steel pivotal ball, nested in a hardened ball seat under cap, centers the load and actually reduces friction 88%. There is no flattening of ball as when load is concentrated on one of a race of small balls. Bases are tough malleable iron to resist breakage due to rough handling and to reduce weight. Bottoms are broad for stability. Handle cast integral adds strength. Safety peep-hole in base prevents turning screw out too far and eliminates measuring. Each jack of a given capacity is painted a different color for quick identification. Chisel-pointed, high carbon, heat-treated, hot rolled steel bars are 40% stronger than ordinary lever bars and are useful as pry bars, etc.

The Ratchet Head Type have the same general construction as the 4-way Head Type and are recommended for use in close quarters. The strong pawls mesh completely with machine cut ratchet wheels.

### 4-Way Head Type

| Sizes based on Housing Height | Height when Closed Inches | Operable Rise of Screw Inches | Lifting Capacity Tons § | Weight of Jack Lbs. | List Price Jacks | List Price Lever Bars |
|---|---|---|---|---|---|---|
| 1¾x4 | 8 | 2 | 10 | 7 | $ 4 40 | $ 90 |
| 1¾x6 | 9⅝ | 4 | 10 | 9 | 4 60 | 90 |
| 1¾x8 | 12 | 6 | 10 | 11 | 5 10 | 90 |
| 1¾x10 | 14 | 8 | 10 | 15 | 5 70 | 90 |
| 1½x6 | 10¼ | 3⅜ | 12 | 10 | 5 60 | 1 20 |
| 1½x8 | 12¾ | 5⅜ | 12 | 12 | 6 40 | 1 20 |
| 1½x10 | 14¾ | 7⅜ | 12 | 14 | 7 10 | 1 20 |
| 1½x12 | 16¾ | 9⅜ | 12 | 16 | 7 90 | 1 20 |
| 1¾x8 | 12¾ | 5⅛ | 16 | 15 | 7 50 | 1 50 |
| 1¾x10 | 14¾ | 7⅛ | 16 | 18 | 8 60 | 1 60 |
| 1¾x12 | 16¾ | 9⅛ | 16 | 20 | 9 40 | 1 50 |
| 2 x6 | 10½ | 3 | 20 | 15 | 7 90 | 2 40 |
| 2 x8 | 12½ | 5 | 20 | 17 | 9 00 | 2 40 |
| 2 x10 | 14½ | 7 | 20 | 20 | 10 10 | 2 40 |
| 2 x12 | 16½ | 9 | 20 | 23 | 11 30 | 2 40 |
| 2 x14 | 18½ | 11 | 20 | 26 | 12 40 | 2 40 |
| 2½x8 | 13 | 4¼ | 24 | 30 | 13 10 | 3 60 |
| 2½x12 | 17 | 8¼ | 24 | 37 | 16 10 | 3 60 |
| 2½x14 | 19 | 10¼ | 24 | 40 | 18 00 | 3 60 |
| 2½x16 | 21 | 12¼ | 24 | 48 | 20 00 | 3 60 |
| 2½x18 | 23 | 14¼ | 24 | 52 | 21 80 | 3 60 |

### Ratchet Head Type

| | | | | | | |
|---|---|---|---|---|---|---|
| 2 x6 | 10½ | 3 | 20 | 20 | 23 20 | 2 40 |
| 2 x8 | 12 | 5 | 20 | 22 | 24 00 | 2 40 |
| 2 x10 | 14 | 7 | 20 | 25 | 25 10 | 2 40 |
| 2 x12 | 16 | 9 | 20 | 28 | 26 20 | 2 40 |
| 2 x14 | 18 | 11 | 20 | 31 | 27 40 | 2 40 |
| 2½x8 | 12½ | 4¾ | 24 | 34 | 29 20 | 3 60 |
| 2½x12 | 16½ | 8¾ | 24 | 41 | 33 80 | 3 60 |
| 2½x14 | 18½ | 10¾ | 24 | 46 | 35 20 | 3 60 |
| 2½x16 | 20½ | 12¾ | 24 | 51 | 36 70 | 3 60 |
| 2½x18 | 22½ | 14¾ | 24 | 55 | 38 20 | 3 60 |

§The lifting capacities are guaranteed.

## Simplex Standard Speed Journal Jacks

Low in height but high in capacity and efficiency.

Modern design, heat-treated alloy steel forgings, special bronze nuts, ball bearings and greater gear ratios make these jacks highly useful in track work, in construction and shipbuilding—wherever a powerful jack of low height is required.

The ratchet mechanisms* are fully enclosed—dirt-proof and dust-proof.

Nos. A2510 and A3510 have light weight aluminum housings.

An average man with a No. 5010 Simplex 50-ton Journal Jack can lift more than 690 times his weight.

| Jack No. | Capacity Tons | Height Inches | Lift Inches | Weight Pounds | List Price |
|---|---|---|---|---|---|
| *1510A | 15 | 10 | 5 | 31 | $58 00 |
| 2510 | 25 | 10 | 5 | 35 | 80 00 |
| A2510 | 25 | 10 | 5 | 26 | 90.00 |
| 3510 | 35 | 10 | 5 | 41 | 112 00 |
| A3510 | 35 | 10 | 5 | 32 | 126 00 |
| 5010 | 50 | 10 | 4 | 65 | 194 00 |

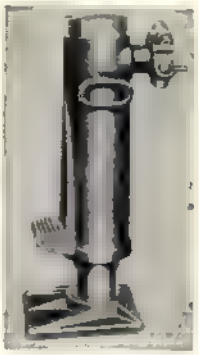
Each Jack furnished with a heat-treated steel lever bar.
*No. 1510A has open type ratchet lever socket.

## Simplex Planer or Machinists' Jacks

Simplex Planer Jacks save time and cut costs in machine shops and tool rooms by leveling work on the bed of planers, milling machines and other machine tools. The side lock nut holds the leveling screw at the desired height. The base is slotted for fastening to the bed. Ball and socket cap for easy leveling.

| No. | Sustaining Capacity Tons | Height Inches | Lift Inches | Weight Pounds | List Price |
|---|---|---|---|---|---|
| 1 | 2 | 2⅜ | 1 | 1½ | $3 80 |
| 2 | 4 | 3⅝ | 1⅝ | 3 | 6 00 |
| 3 | 6 | 5⅛ | 2⅛ | 6 | 9 00 |
| 4 | 8 | 7⅝ | 4½ | 12 | 17 30 |

## Simplex Bridge Jack



On many heavy moving jobs the Simplex No. 2522 Jack excels for ease, speed and safety. It lifts 25 tons a full 10¼" with great ease. It lifts its full rated capacity on the cap or the broad toe lift (10 sq. in.), which is 4⅜" above ground level when in minimum position.

Greater clearance above ground for easier operation because the fully-enclosed dirt-proof ratchet and elevating mechanism are at top of Jack, instead of in the base as in Journal Jacks. Used by bridge builders, contractors, drillers, wreckers and in mill and factory.

| No. | Cap., Tons | Height, Inches | Lift, Inches | Weight, Pounds | Length of Lever, In. | List Price |
|---|---|---|---|---|---|---|
| 2522 | 25 | 22 | 10¼ | 140 | 36 | $196.00 |

**Write for Catalog 49 for complete information on Simplex Jacks, including cable reel, pipe pulling and pushing and other jacks not shown here.**

227-1-49

No. 1304 Blackboard

N. D. CASS CO.

## SLATE BLACKBOARDS

No. 1302 Slate Blackboard, 38" high, roll chart. Pkd. ½ Doz.....Doz. $ 75.00

No. 1303 Slate Blackboard, 40" high, roll chart. Pkd. ¼ Doz.....Doz. $ 90.00

No. 1304 Slate Blackboard, 42" high, roll chart. Pkd. ¼ Doz.....Doz. $100.00

No. 1308 Slate Blackboard, 44½" high, roll chart. Pkd. 1-12 Doz.....Doz. $132.00

No. 1306 Slate Blackboard, Chrome Trimmed, 41½" high, roll Chart.....Doz. $162.00

No. 450 Blackboard

No. 1306 Blackboard

NATIONAL SCHOOL SLATE CO.

## SLATE BLACKBOARDS

No. 450 Slate Blackboard, Slate 12x13½", 6 charts. Pkd. ½ Doz.....Doz. $ 74.00

No. 451 Slate Blackboard, Slate 13x17", 12 charts. Pkd. ½ Doz.....Doz. $108.00

No. 452 Slate Blackboard, Slate 15x17", 18 charts. Pkd. ¼ Doz.....Doz. $140.00

No. 12 Natural Slate Wall Blackboard, 14x20", Pkd. 1 Doz.....Doz. $ 68.00

No. 13 Natural Slate Wall Blackboard, 18x24", Pkd. ½ Doz.....Doz. $ 84.00

No. 12 Blackboard

No. 303 Blackboard

MASON AND PARKER CO.

## COMPOSITION BLACKBOARDS

No. 705 Easel Blackboard, 36x16¼" overall. Pkd. 1 Doz.....Doz. $16.00

No. 301 Easel Blackboard, 38x17" overall. Pkd. 1 Doz.....Doz. $32.00

No. 201 Easel Blackboard, 38x17" overall, 3 design chart. Pkd. 1 Doz.....Doz. $38.40

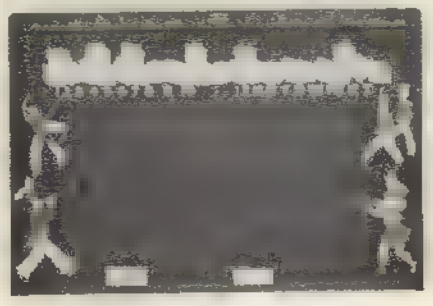
No. 303 Easel Blackboard, 42½x20½" overall, 6 design chart. Pkd. 2-3 Doz.....Doz. $46.00

No. 304 Easel Blackboard, 44x20½" overall, 12 design chart. Pkd. ½ Doz.....Doz. $88.00

No. 701 Press-wood Wall Boards, 24x16", Pkd. 1 Doz.....Doz. $16.00

No. 706 Press-wood Wall Boards, 24x36", Pkd. ½ Doz.....Doz. $30.00

No. 5523 Chalk & Slate Set



No. 706 Wallboard

STRATHMORE CO.

## MAGIC SLATES

No. 30 Magic Blackboard.....Doz. $ 4.00

No. 125 Magic Blackboard.....Doz. $16.00

STANDARD TOY CRAFT PRODUCTS

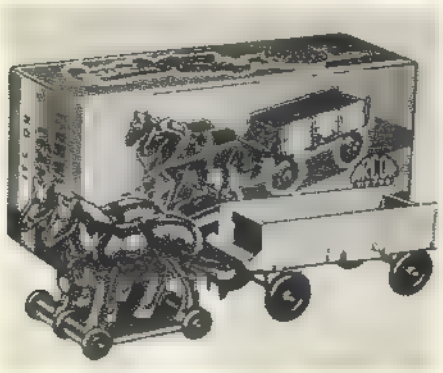
## CHALK AND SLATE SETS

No. 5523 Chalk and Slate Set, Pkd. 1 Doz.....Doz. $15.00

No. 5524 Chalk and Slate Set, Pkd. ½ Doz.....Doz. $32.00

No. 125 Magic Slate

No. 511 Farm Set



No. 531 Team & Wagon

No. 539 Carry Car

No. 517 Tool Kit

AUBURN RUBBER CO.

## RUBBER TOYS

**No. 552 Super Racer 11" long.**
Pkd. 1 Doz.....Doz. $ 8.00

**No. 550 Fire Engine, 8" long.**
Pkd. 1 Doz.....Doz. $ 6.40

**No. 540 Oliver Tractor 6½" long.**
Pkd. 1 Doz.....Doz. $ 6.40

**No. 500 Buick Automobile, 7¼" long.**
Pkd. 1 Doz.....Doz. $ 5.30

**No. 560 J. D. Tractor, 5" long.**
Pkd. 3 Doz.....Doz. $4.50

**No. 570 Large M.M. Tractor, 8" long.**
Pkd. 1 Doz.....Doz. $11.50

**No. 536 Large Racer, 7" long.**
Pkd. 3 Doz.....Doz. $ 4.00

**No. 706 Hammer, 10¼" long.**
Pkd. 3 Doz.....Doz. $ 2.40

**No. 704 Hatchet, 10" long.**
Pkd. 3 Doz.....Doz. $ 2.40

**No. 720 Police Club, 11" long.**
Pkd. 3 Doz.....Doz. $ 3.20

**No. 531 Team and Wagon, Boxed.**
Pkd. 1 Doz.....Doz. $12.50

**No. 517 Tool Kit, 6 rubber tools,**
Pkd. 2 Doz.....Doz. $11.50

**No. 539 Carry Car Transport Set, truck and 2 cars,** Pkd. 1 Doz.....Doz. $14.40

**No. 701 Ranch Set, Hatchet, gun, knife and jack knife,** Pkd. 1 Doz.....Doz. $12.50

**No. 511 Farm Set, barn, cattle, wagon, horses, tractor,** Pkd. 1 Doz.....Doz. $24.00

**No. 521 Large Farm Set, barn, cattle, wagon, horses,** Pkd. 1 Doz.....Doz. $32.00

**No. 523 Fire Engine Set, boxed.**
Pkd. 1 Doz.....Doz. $32.00

**No. 527 Rubber Auto Set, 5 items,**
Pkd. 1 Doz.....Doz. $32.00

**No. 525 Wagon Blocks, 8 blocks in wagon,**
Pkd. 1 Doz.....Doz. $16.00

**No. 609 Sponge Blocks, 12 blocks to a box,**
Pkd. 1 Doz.....Doz. $16.00

SUN RUBBER CO.

## RUBBER TOYS

**No. 10002 11" Painted Eye Rubber Jointed Doll.** Pkd. 1 Doz.....Doz. $ 32.00

**No. 10005 13" Painted Eye Rubber Jointed Doll.** Pkd. 1 Doz.....Doz. $ 45.80

**No. 10004 11" Moving Eye Rubber Jointed Doll.** Pkd. 1 Doz.....Doz. $ 48.00

**No. 10006 13" Moving Eye Rubber Jointed Doll.** Pkd. 1 Doz.....Doz. $ 56.00

**No. 10550 11" Treasure Case Doll,**
Pkd. ½ Doz.....Doz. $ 90.00

**No. 10551 11" Treasure Case Doll,**
Pkd. ½ Doz.....Doz. $114.00

**No. 10554 13" Treasure Case Doll,**
Pkd. ½ Doz.....Doz. $144.00

**No. 11007 7¼" "Happy-Kappy" Rubber Doll.** Pkd. 1 Doz.....Doz. $ 10.80

**No. 11008 7¼" "Chunky" Girl Rubber Doll.** Pkd. 1 Doz.....Doz. $ 10.80

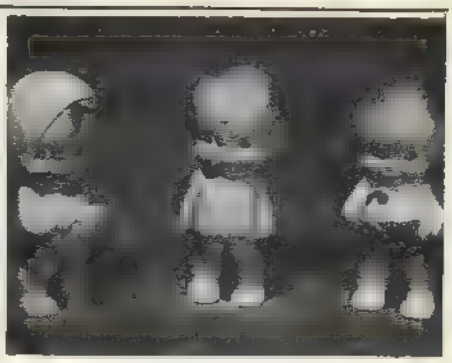
**No. 11009 7¼" "Rompy" Boy Rubber Doll.** Pkd. 1 Doz.....Doz. $ 10.80

**No. 11010 "Porky Pig", 6" high.**
Pkd. 1 Doz.....Doz. $10.80

**No. 11011 "Oswald" the Rabbit, 7½" high.** Pkd. 1 Doz.....Doz. $10.80

**No. 11012 "Kitty-Be-Mew" Pussy cat, 8" high.** Pkd. 1 Doz.....Doz. $10.80

**No. 11520 "Pluto", 6" high, Latex.**
Pkd. 1 Doz.....Doz. $ 7.20



No. 10007-08-09 Dolls

No. 10551 Doll In Case

No. 10002 Doll

No. 525 Wagon Blocks

This is the game destined to be the best seller of the 1949 Christmas Season. Anyone, no matter what his age, will find it thrilling to play. The kids will play it for fun and action; their elders as an exciting new way to wager on their own skill.

*In SLINK 'EM, miniature SLINKYS wiggle down the runway, landing on plus or minus numbers. There's a thrill a minute. The nationally advertised SLINK 'EM GAME is attractively boxed and completely self-contained. Dealer aids available.*

Again this year this great standard toy (now in colors) will sell—sell—sell! Make sure your stock of SLINKY is adequate now.

***RUSH YOUR ORDER TODAY!***

Warehoused in Philadelphia, Chicago, San Francisco

Manufactured by

**JAMES INDUSTRIES INC.**

**4932 Portico St.** **Philadelphia, Pa.**

# SOUTH BEND ARTIFICIAL FISHING BAITS

Freight, First Class

## BASS-ORENO WOBBLER

Deadly for all game fish; wobbles, wiggles and zig-zags; floats when not in motion; body made of selected red cedar; finished in high grade enamel; with three treble hooks.

**Length 3¾ Inches—Weight ¾ Ounce**

| Baits, Nos. | | Each |
|---|---|---|
| P3568-973RW | White Body; Red Head | $1.32 |
| P3568-973F | —Frog Finish | 1.32 |
| P3568-973YP | Yellow Perch Scale | 1.32 |
| P3568-973LUM | —Luminous Finish | 1.32 |
| *P3568-G973SG | —Firelacquer Saturn Green | 1.50 |
| *P3568-G973FO | —Firelacquer Fire Orange | 1.50 |
| *P3568-G973NR | Firelacquer Neon Red | 1.50 |

**Firelacquer Finish Assortment**

Per Assortment

*No. P3568-EG973—Baits; four lures (two fire orange and one each saturn green and neon red) on 6x10-inch display easel .....$6.00

## BABE-ORENO

A small size Bass-Oreno; perfect for use with the popular light action rods; has that alluring Bass-Oreno action; with two No. 1 treble hooks.

**Length 2¾ Inches—Weight ½ Ounce**

Each

No. P3568-972RW—Baits; White Body, Red Head .....$1.08

## TROUT-ORENO—For Fly Rod

A highly effective lure of extreme lightness and strength; very popular for large brook, brown and rainbow trout, bass and "keeper" size pan fish such as crappies, sunfish and perch; an aluminum plate cemented into body provides a direct connection between hook and line; has a No. 4 double hook

**Length 1⅝ Inches—Weight 1/10 Ounce**

Each

No. P3568-971RW—Baits; Red Arrowhead, White Body .....$0.90

## FLY-ORENO—For Fly Rod

Constructed along same lines and bas action similar to the Trout-Oreno; like the Trout-Oreno it's an exceptionally good bait for large trout and pan fish; casts easily and "Picks-Up" nicely; has No 9 bronze double hook.

**Length 1½ Inches—Weight 1/20 Ounce**

Each

No. P3568-970RW—Baits; Red Arrowhead, White Body .....$0 78

## SUPER SNOOPER

A banana-shaped lure with a darting, flirtatious action—floats at rest, darts under the surface and travels with provocative action on the retrieve. Used with sinker for very slow or deep trolling Durable plastic. Non-fouling treble hooks.

**Length 2⅞ Inches—Weight ½ Ounce**

Per Assortment

No. P3568-E1960—Baits; six lures, assorted finishes, on 6x10-inch easel display ..... $9.00

*Firelacquer Finishes—A fluorescent finish that absorbs the ultra-violet rays in ordinary daylight and glows in a blazing color which penetrates deeper into the water. Very effective at dawn or dusk when the big ones are feeding

## PIKE-ORENO

A sure enticer for all game fish. Travels deep—floats when not in motion. Steel headplate. Three No. 2 treble hooks

**Length 4¾ Inches—Weight ⅝ ounce**

| Baits, Nos. | | Each |
|---|---|---|
| P3568-957RW | Red Head, White Body | $1.50 |
| P3568-957P | Pike, Scale Finish | 1.50 |

## BABY PIKE-ORENO

Tantalizing, wiggling action—effective for bass, pike and other game fish. Two No.2 treble hooks

**Length 3¾ Inches—Weight ½ Ounce**

| Baits, Nos. | | Each |
|---|---|---|
| P3568-956RW | —Red Arrowhead, White Body | $1.50 |
| P3568-956YP | —Yellow Perch, Scale Finish | 1.50 |

## DIVE-ORENO

Faster action and travels deeper. Flashy hammered headplate. Two No. 1/0 treble hooks.

**Length 3¼ Inches—Weight ½ Ounce**

| Baits, Nos. | | Each |
|---|---|---|
| P3568-952RW | Red Arrowhead, and White Body | 1.50 |
| P3568-952P | —Pike, Scale Finish | 1.50 |
| P3568-952YP | Yellow Perch, Scale Finish | 1.50 |

**Length 4 Inches—Weight ⅝ Ounce**

| | | |
|---|---|---|
| P3568-954RW | —Red Arrowhead and White Body | $1.50 |
| P3568-954YP | —Yellow Perch, Scale Finish | 1.50 |

## SURF-ORENO

Floats at all times—rides high on the water. Front and rear spinners are a great attraction. A killer for bass. Three treble hooks

**Length 3¾ Inches—Weight 1 Ounce**

Baits, No. Each

P3568-963RH—Red Head, White Body .....$2.40

## NIP-I-DIDDEE

A slowly-fished nearly weedless bait for bass, pike and pickerel. Fore and aft spinners furnish flash and act as weed guards. Three No. 4 double hooks.

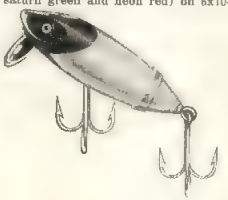
**Length 3 Inches—Weight ⅝ Ounce**

| Baits, Nos. | | Each |
|---|---|---|
| P3568-910RW | —Red Arrowhead, White Body | $1.50 |
| P3568-910YP | —Yellow Perch | 1.50 |
| *P3568-G910SG | —Firelacquer Saturn Green | 1.80 |
| *P3568-G910FO | —Firelacquer Fire Orange | 1.80 |
| *P3568-G910NR | Firelacquer Neon Red | 1.80 |

**Firelacquer Finish Assortment**

Per Assortment

*No. P3568-EG910—Baits; four lures (two fire orange and one each saturn green and neon red) on 6x10-inch display easel .....$7.20



## FISH-OBITE

**Indestructible Tenite**

Equally effective—casting or trolling. Can be cast long distance with ease and bullet-like accuracy. For large and small mouth bass, lake trout, pike, etc. Non-fouling, removable hooks. Sinks 1½ feet per second—remains at desired depth on retrieve.

**Length 2⅜ Inches—Weight ½ Ounce**

| Baits, Nos. | | Each |
|---|---|---|
| P3568-1991RW | -White Body, Red Arrowhead | $1.50 |
| P3568-1991YP | —Yellow Perch Scale | 1.50 |
| P3568-1991SSS | Silver Speckled White, Red Shad-O-Wave | 1 50 |
| P3568-1991SSY | —Silver Speckled Yellow, Black Shad-O-Wave | 1.50 |

Freight, First Class

# ARTIFICIAL FISHING BAITS

## L. & S. SHINER MINNOWS

**Designed By a Fisherman for Use By Fishermen**

Indestructible plastic lure with a "Natural Minnow Action." Life-like fish eyes. Jointed construction. Finest Hooks

### BASS-MASTER FAST SINKER

**Length 3 Inches — Weight ½ Ounce**

| Baits, Nos. | Finish | Each |
|---|---|---|
| P3569-1511 | White, Red Head | $1 50 |
| P3569-1518 | White Silver Flash | 1 50 |
| P3569-1519 | Yellow Silver Flash | 1 50 |
| P3569-1521 | White, Black Back, Speckled | 1 50 |
| P3569-1523 | Yellow, Brown Back, Speckled | 1 50 |
| P3569-1524 | Silver, Black Back, Speckled | 1 50 |
| P3569-1525 | White, Brown Back, Speckled | 1.50 |
| P3569-1532 | White and Black Stripe | 1 50 |
| P3569-1544 | Black, White Bars | 1 50 |
| P3569-154L | Luminous | 1 50 |
| *P3569-15NR | Fire Plug Neon Red | 1 68 |
| *P3569-15FO | Fire Plug Fire Orange | 1 68 |
| *P3569-15SG | Fire Plug Signal Green | 1.68 |
| *P3569-15AY | Fire Plug Arc Yellow | 1.68 |

### BASS-MASTER SLOW SINKER

**Length 3 Inches — Weight ½ Ounce**

| | | |
|---|---|---|
| P3569-2511 | White, Red Head | $1.50 |
| P3569-2518 | White, Silver Flash | 1.50 |
| P3569-2519 | Yellow Silver Flash | 1.50 |
| P3569-2521 | White, Black Back, Speckled | 1.50 |
| P3569-2523 | Yellow, Brown Back, Speckled | 1.50 |
| P3569-2524 | Silver, Black Back, Speckled | 1.50 |
| P3569-2525 | White, Brown Back, Speckled | 1.50 |
| P3569-2532 | White and Black Stripe | 1.50 |
| P3569-2544 | Black, White Bars | 1.50 |
| P3569-254L | Luminous | 1.50 |

### PIKE-MASTER SINKER

**Length 3¾ Inches — Weight ⅝ Ounce**

| | | |
|---|---|---|
| P3569-3011 | White, Red Head | 1 68 |
| P3569-3018 | White, Silver Flash | 1 68 |
| P3569-3019 | Yellow Silver Flash | 1 68 |
| P3569-3021 | White, Black Back, Speckled | 1 68 |
| P3569-3023 | Yellow, Brown Back, Speckled | 1 68 |
| P3569-3025 | White, Brown Back, Speckled | 1 68 |
| P3569-3032 | White and Black Stripe | 1 68 |
| P3569-3044 | Black, White Bars | 1 68 |
| P3569-304L | Luminous | 1 68 |

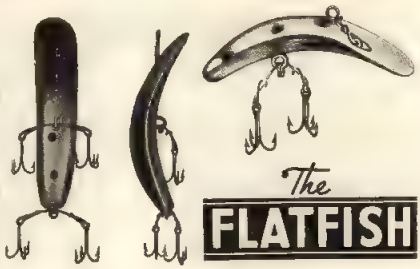
### MUSKIE-MASTER SURFACE

**Length 4½ Inches — Weight ⅞ Ounce**

| | | |
|---|---|---|
| P3569-J43511 | White, Red Head | 1.80 |
| P3569-J43532 | White and Black Stripe | 1.80 |
| P3569-J43544 | Black, White Bars | 1.80 |
| P3569-454L | Luminous | 1.80 |

**One in Window-Top Box; Twelve in Carton**

* **Fire Plug Finishes** — A Gantron paint finish that absorbs ultraviolet rays to produce a brilliant color that penetrates deeper



## THE FLATFISH

**The World's Most Active Lure**

Created to produce the maximum possible luring action on a slow retrieve. Improved hooking principle insures a larger percentage of hooked strikes. Made of light wood with grain running parallel with tip. Hand-made to a considerable extent.

### STANDARD UNDERWATER MODEL

For casting or trolling, preferably with a weight pinched on line or leader twelve inches ahead of lure. Good on bass, wall eyes and trout.

**Length 3¼ Inches — Weight ⅓ Ounce ——4-Gang Treble Hook**

| Baits, Nos. | Finish | Each |
|---|---|---|
| P3569-LO | Light Orange | $1.62 |
| P3569-Y | —Yellow | 1.62 |
| P3569-FR | —Green Frog Imitation | 1.62 |
| P3569-W | —White | 1.62 |
| P3569-YB | —Yellow, Red Head, Black Top | 1.62 |
| P3569-WB | —White, Red Head, Black Top | 1.62 |
| P3569-SAS | Small Aluminum Scale | 1 62 |
| P3569-LAS | —Large Aluminum Scale | 1.62 |
| P3569-LS | —Large Scale | 1.62 |
| P3569-SC | —Scale Finish, Natural | 1.62 |
| P3569-OB | —Orange, Red Head, Black Stripe | 1.62 |
| P3569-OG | Orange Top, Gold Bottom | 1.62 |

### FLY ROD MODEL

Can be still-fished in waters with a slight current For trout, browns, etc

**Length 2 Inches—Weight ⅛ Ounce—2-Gang Treble Hooks**

| Baits, Nos. | Finish | Each |
|---|---|---|
| P3569-F6O | —Orange | $1 32 |
| P3569-F6LO | Light Orange | 1 32 |
| P3569-F6Y | —Yellow | 1.32 |
| P3569-F6FR | —Green Frog Imitation | 1.32 |
| P3569-F6BL | Black, Orange Spots | 1.32 |
| P3569-F6W | White | 1 32 |

**Twelve in Carton**

Actual Size:
TROLLING, CASTING
MODEL #2

## RUSSELURE

**All-Metal, Adjustable Action Lures**

Maximum action on either a fast or a very slow retrieve. Treble hooks—removable for attachment in alternate positions to provide different action and for convenient storing in the tackle box Can be used either as a shallow or as a deep swimming lure. Beautiful, permanent, lustrous, Alumilite finishes

| Baits, Nos. | Length, In | For | Finish | No. Hooks | Size Hook | Each |
|---|---|---|---|---|---|---|
| P3569-1¼S | 1¼ | Fly Rod | Silver | 1 | 8 | $0 90 |
| P3569-1¼G | 1¼ | Fly Rod | Gold | 1 | 8 | .90 |
| P3569-1¼O | 1¼ | Fly Rod | Orange | 1 | 8 | .90 |
| P3569-2S | 2 | Trolling | Silver | 2 | 4 | 1.20 |
| P3569-2G | 2 | Trolling | Gold | 2 | 4 | 1.20 |
| P3569-2O | 2 | Trolling | Orange | 2 | 4 | 1.20 |
| P3569-2½S | 2½ | Trolling | Silver | 2 | 3 | 1.20 |
| P3569-2½G | 2½ | Trolling | Gold | 2 | 2 | 1.20 |
| P3569-2½O | 2½ | Trolling | Orange | 2 | 2 | 1.20 |

**One in Colorful Display Box; Six in Attractive Carton**

# AIREX SPINNING EQUIPMENTS

**DIVISION OF THE LIONEL CORPORATION**

## MAKERS OF THE FAMOUS LIONEL TRAINS

### "BACHE BROWN" SPINNING MASTEREELS NO BACK LASH . . . LONGER, EASIER CASTS

Light weight, Strong Aluminum Alloy precision machined to make this Spinning reel of first quality. Water-tight housing acts as grease reservoir, and all wearing bearings are Oilite-Bronze, making oiling unnecessary. Spool **does not revolve,** line flows off spool, therefore **back lash is impossible,** friction is reduced to minimum, cast takes only slight wrist action, and line remains taut. However, spool will give line if tension is too great When fish offers less resistance reeling automatically retrieves line A partial turn of reel automatically closes up pick-up, stopping lure in flight at any time When lure is struck, fish pulls against drag of friction clutch, thus allowing use of fine braided nylon lines. Use 200 yd. lengths to properly fill spool. All working parts are of non-corrosive material LIST 22.50

**No. 48-L-7002** Dealer's, each, 13.50 **13.23**
Less 2%, Net.....

**Similar to Mastereel except spool is a stamping of Dural instead of a turning and pickup finger on reel lacks pulley. The action, efficiency, etc. are identical.** LIST 17.50

**No. 48-L-7003** Dealer's, each, 10.50 **10.29**
Less 2% Net . . . . . .

### EXTRA SPOOLS OF DURAL FOR MASTEREEL

Have extra spools to avoid troublesome rewinding when using different tested lines for different types of fish. **FOR MASTEREEL ONLY.** LIST 2.50

**No. 48-7002-S.** Dealer's each, **1.50.** **1.47**
Less 2%, Net.....

**The spinning method was evolved in England and is now gaining popularity in the U. S. A. Fishing enthusiasts are flocking to the spinning method because, with it, they can enjoy longer casts than ever before with the tiny spinning lures, covering water where casting with fly fishing equipment is difficult or impossible**

Spinning is used in India, Europe and New Zealand for catching gamey fresh-water fish. Americans and Canadians catch salmon, steelhead trout, bass pike wall-eyes and even panfish Here is a sport that approximates fly-rod fishing, yet enables the fisherman to catch more and bigger fish of practically every fresh water variety in the category of game fish

### AIREX SPINNING RODS

#### — BAMBOO RODS —

**Airex Bamboo Rods** are made of genuine **Tonkin Cane.** Strips are precision machine milled. Slightly over sized ferrules preserve hard outside bamboo enamel. Water-resistant, synthetic glue and correct varnish add to the quality and long life of these rods. Both are **7 feet long** with 12-inch handle; **Light Action** . . . Weigh about 4¼ oz.; packed in partitioned cloth bag and fibre tube.

**"20" TONKIN CANE** has 4 guides made of chrome-plated carbon steel

**No. 48-7008.** LIST 20.00.
Dealer's, each, **12.00.** **11.88**
Less 2%, Net.....

**DELUXE TONKIN CANE** is similar to the **"20"** but has these added features. Cane is selected for density, straight grain uniformity and texture. **Heat treated** and sorted for straightness. **Individually inspected.** Hand made and fitted nickel silver ferrule. **5-guides** made of hardened type No. 303 stainless hard chrome plating over nickel.

**No. 48-7010.** LIST 27.00
Dealer's each, **16.50.** **16.17**
Less 2%, Net.....

#### — "DUROD" RODS —

**Light weight solid metal** rods designed by Bache Brown. 6½ ft long with 12-inch handle. 4 guides and tip-top Packed in partitioned cloth case and fibre tube. Light Action — Wt. about 5 oz.

**No. 48-L-7012.** LIST 16.50.
Dealer's, each, **8.50.** **7.70**
Less 2%, Net.....

### NEW BACHE BROWN "SPINSTER" SPINNING REEL

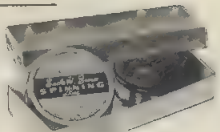
A new low-priced spinning reel fashioned after the famous Mastereel. Beautifully streamlined and equipped with new type fully expanding brake system, exceptionally sensitive in action, and new easily controlled selective Anti-reverse lock. Detachable handle Reel can be taken apart and re-assembled in a jiffy as well as oiled. All parts Monel, stainless steel or non-corrosive material. Oilite bushings High gear ratio—fast retrieve. **NO BACKLASH**

**No. 48-L-7004.** LIST 13.50
Dealer's, each, **8.10.** **7.94**
Less 2%, Net .....

**AIREX**

### BRAIDED NYLON SPINNING LINES

**Developed By Bache H. Brown**
**4 lb. and 8 lb. Tests Only**



Here's the latest advancement in braided nylon spinning line By an exclusive process, stretch is reduced to a minimum This line is so fine in diameter it's almost invisible to fish, and yet is exceptionally strong Colored "LAKE GREEN." Water-proofed and specially surface-treated for exceptional casting qualities with even lightest spinning lure. 8 lb. test. LIST 5.00 per 200 yards on two continuous spools

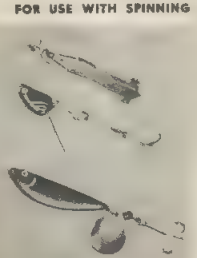
**No. 48-L-7022-G-2** Dealer's, per 200 yards, **3.00** **2.94**
Less 2%, Net..

Same as above in thinness strength color, in fact in every detail, except tested for 4 lbs. 00 yards wound unbroken on two continuous spools. LIST 5.00 per 200 yards.

**No. 48-L-7021-G-2** Dealer's per 200 yards **3.00** **2.94**
Less 2%, Net.....

### AIREX SPINNING LURES

**FOR USE WITH SPINNING OR LIGHT CASTING REELS**



**Preskn Perche** ¼ oz. A deadly special-action spinner with treble or double hook Especially recommended for bass, pickerel or trout Brass or nickel blades LIST . . . 80 per dozen

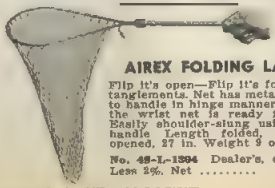
**No. 48-L-7050** Dealer's, per doz 4.68. Less 2% Net **4.59**

**Brown-Terrible** ¼ oz. Fine casting spinner for trout, steelhead or bass Special blade simulates live minnow with remarkable fidelity. Equipped with rudder head. Nickel, brass or copper blade. LIST 7.80 per doz

**No. 48-L-7053** Dealer's, per doz., 4.68. Less 2%. Net **4.59**

**Abiette** ⅜ oz. For casting or trolling in lakes and deep pools. Two sizes in nickel, brass or copper. Fine for long casts. Beaded shaft LIST 7.80 per dozen

**No. 48-L-7055** Dealer's, per doz. 4.68. Less 2%, Net..... **4.59**



### AIREX FOLDING LANDING NET

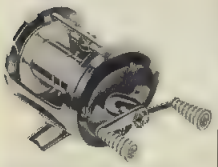
Flip it's open—Flip it's folded; no tiring entanglements. Net has metal loop that attaches to handle in hinge manner, so with a twist of the wrist net is ready for immediate use. Easily shoulder-slung using cord at end of handle Length folded, 15½ inches, when opened, 27 in. Weight 9 ounces. LIST 4.50

**No. 48-L-7304** Dealer's, each, **2.70** **2.65**
Less 2%, Net .....

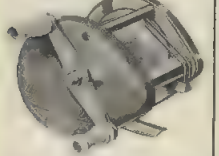


***REMEMBER TO DEDUCT YOUR 2% CASH DISCOUNT***

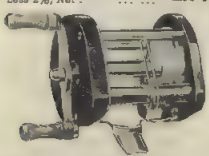
# CASTING AND FLY REELS



**Ocean City New "2000"**
Stacks up with the finest bait-casting reels made. Feather-light, perfectly balanced Light-weight metal frame is one piece die-casting Super-sensitive "Click" casting control conveniently located on frame edge. Lightning-fast hollow spool turned from solid bar Improved smooth-action level wind mechanism. Fully enclosed self-aligning bearings assure lifetime of friction-free service. Packed in handsome chamois-clothe container with one tube of lubricant. Capacity 130 yds.
**No. 4S-O-2000.** LIST 20.00
Dealer's, each, 12.00.
Less 2%, Net . . . . . **11.76**



**Ocean City New "1600"**
Greatest level-wind reel value on the market! Hard aluminum side plates and frame rings in satin-like lacquer finish. Lightweight spool has aluminum flanges and cork arbor Level-wind has steel pawl, and protective cap. "Smoothstart" anti-backlash control Smooth hard brass gears. Oilite self-lubricating spool spindle bearing, worm bearing and main gear stud bearing. Capacity 100 yds.
**No. 4S-O-1600.** LIST 5.00.
Dealer's, each, 3.00.
Less 2%, Net . . . . . **2.94**



**Ocean City "1581"**
A real buy in bait-casters. Streamlined design. Smooth-running level wind. Strong frame . . . smooth gears. Exterior metal parts and steel spool are nickel-plated Capacity 100 yds.
**No. 4S-O-1581.** LIST 2.75.
Dealer's, each, 1.65.
Less 2%, Net . . . . . **1.62**

## SHAKESPEARE CASTING REELS

**The President**
The finest reel Shakespeare makes Stainless steel head, tail plates, pillar spool cap gear shaft, and other vite. parts Carbolay bushings for trouble free operation. Every part precision made . . . no die-casting. Adjustable casting drag for light or heavy lures. Oiling spool cap for easy lubrication. New type gear mechanism double bearing on main gear stem. Chrome plated level-wind. Capacity 100 yds.
**No. 4S-S-1870P.** LIST 35.00.
Dealer's, each, 31.00.
Less 2%, Net . . . . . **20.58**

**The Marhoff**
A Shakespeare masterpiece. Jeweled end bearings set in bronze bushings. Every working part precision made New "Automatic thumb" casting drag New oiling spool caps and oiling crank nut. Green anodized aluminum head plate with contrasting stainless steel disc. Capacity 100 yds
**No. 4S-S-1884** LIST 15.00.
Dealer's, each, 9.00.
Less 2%, Net . . . . . **8.82**

**South Bend 60 Level Wind Reel**
Level winding with adjustable drag 3-piece take-down construction; maroon enameled steel frame, phosphor bronze bearings and bushings, jeweled spool caps; quadruple multiplying spiral cut gears; aluminum spool solid plastic arbor chrome plated palm rest; spool diameter 1¼ in , pillar length 1⅞ in ; capacity 50 yds. 18-lb test line. Wt. 5½ oz. Individually boxed.
**No. 4S-SB60.** LIST 11.00.
Each, 8.50 Less 2%, Net . . . . . **6.47**

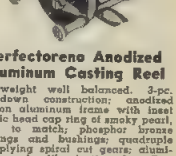
## FAMOUS SOUTH BEND REELS

**1250 Level Wind Anti-Back-Lash Reel**
3-pc take-down construction; rust and corrosion proof stainless steel and plates balanced stainless steel crank mottled maroon pearl plastic rings in head cap and tail plate; mottled maroon plastic ball-shaped grips, new instant-oiling, spring closure type spool caps and crank nut; hardened phosphor bronze gears, nickel silver spool; spool diam 1½ in., Pillar lengths 1¾ in. Capacity 100 yds 18-lb. test line. Wt. 8 oz Complete with cork arbor and cloth reel bag
**No. 4S-SB-1250.** LIST 25.00
Dealer's, each, 15.00.
Less 2%, Net . . . . . **14.70**

**550 Level-Wind Anti-Back-Lash Reel**
3-pc. take-down construction; thumb screw take-down for head cap; chrome plated frame; phosphor bronze bearings and bushings, jeweled spool caps; quadruple multiplying spiral cut gears, spool diameter 1½ in.; pillar lengths 1⅝ in. Capacity 100 yds. of 18-lb test line Weight 8½ oz. Individually boxed
**No. 4S-SB550.** LIST 11.50
Dealer's, each, 8.50.
Less 2%, Net . . . . . **6.76**

**450 Level-Wind Anti-Back-Lash Reel**
Casts easily, runs smoothly. 3-piece take-down construction. Chrome-plated frame, quadruple multiplying gears; phosphor bronze bearings and bushings; jeweled spool caps, spool diameter, 1½ in , pillar lengths, 1¾ in.; capacity 100 yds. 18-lb. test line. Wt 7¾ oz Bronze onyx head ring and mottled plastic ball shaped grips
**No. 4S-SB450** LIST 10.00
Dealer's, each, 6.00.
Less 2%, Net . . . . . **5.88**

**Oren-O-Matic FLYROD REEL**
Fits rod in natural balanced position; prevents canting. Free-stripping; line can be stripped operating finger trigger. Silent operation. Light-weight. Finger finger folds flush for packing Automatic line brake prevents broken leaders. Mechanism easily taken down and reassembled Capacity 26 yds. D line; 50 yds. G line. Chrome line guide Anodized maroon frame. Stainless steel clip.
**No. 4S-B-1190.** List 10.00
Dealer's, each, 6.00.
Less 2%, net . . . . . **5.88**



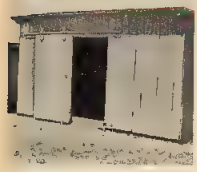
**760 Perfectoreno Anodized Aluminum Casting Reel**
Lightweight well balanced. 3-pc. take-down construction; anodized maroon aluminum frame with inset plastic head cap ring of smoky pearl, grips to match; phosphor bronze bearings and bushings; quadruple multiplying spiral cut gears; aluminum spool with plastic arbor, Perfectoreno spool control mechanism; spool diameter 1½ in. Pillar lengths 1⅝ in. Capacity 50 yds. 18-lb test line Wt. 6½ oz. Individually packed in attractive box LIST 11.00
**No. 4S-SB760.** Each, 6.00.
Less 2% Net . . . . . **6.47**

**750 Perfectoreno Chromium Casting Reel**
The original Perfectoreno 3-pc. take-down construction. Chrome plated frame Mottled brown and white ball-shaped plastic grips Phosphor bronze bearings and bushings. Quadruple multiplying spiral cut gears Aluminum spool with plastic arbor Spool diameter 1½ in Wt 7¾ oz. Capacity 50 yds of 18 lb test line. Anti-back-lash level winding carriage.
**No. 4S-SB750.** LIST 10.00.
Dealer's, each, 6.00.
Less 2%, Net . . . . . **5.88**

### Don't miss out

On the sale of rods and reels as year 'round gift items. You will find an excellent selection of the finest quality brands on these two pages.

# and Handy



Tired of banging doors on your hog shed? You can regulate the ventilation with this one; and it won't blow shut. Used by Ed Bentzinger of Lee County, Iowa.

Short ladders with strap-iron hooks at the top make it easy to climb up on wagons and combine grain tanks. This knee-saver used on the Cutler Farms, Lake County, Ind.

You can move snow from the yard or road in a hurry with this rig. Leonard Koenig, Cuge County, Neb., made this one, which attaches to tractor hydraulic lift.

DEPENDABLE
CHAMPION
SPARK PLUGS

America's Favorite →

First-hand experience with spark plugs in all kinds of engines and under all operating conditions qualifies the modern American farmer as a true expert. Most farmers use dependable Champion Spark Plugs, as outstanding sales leadership in rural America attests.

—in fact Champions excel and outsell throughout the world, proof positive that they represent the ultimate in quality, value, performance and dependability.

FOLLOW THE EXPERTS . . . DEMAND DEPENDABLE CHAMPION SPARK PLUGS

MORTON WAY
THERE'S no substitute for the Morton Way of curing meat . . . for the safer, more uniform cure it gives from end to end . . . for the mild, delicate flavor it imparts to hams, shoulders, bacon.
Curing from the INSIDE out and from the OUTSIDE in, the Morton Way is faster and it's safer. It gives you a certainty of results and a richness of flavor you can get in no other way. Used by more than a million farm families. Send 10 cents in coin for 100-page book — "Home Meat-Curing Made Easy." Morton Salt Co., P.O. Box 781, Chicago 90, Ill.
Here's all you do for the best-tasting, best-keeping meat you ever had
First — Dissolve Morton's Tender Quick in water and pump it into the hams. This fast acting curing pickle starts curing INSIDE — helps prevent bone taint, off flavor, undercured spots.
Then — Rub with Morton's Sugar Cure, which works in, curing from the OUTSIDE toward the center — gives a thorough cure, long-keeping quality, and rich, wood smoke flavor.
Mix Morton's Sausage Seasoning with the trimmings and grind for delicious country sausage. This rare blend of salt, peppers, sages, and other spices is expertly blended, ready for use.
MORTON'S
Sugar-Cure
MORTON'S
Tender-Quick
MORTON'S
SAUSAGE SEASONING
Cure your meat the improved
MORTON WAY
Preferred by more than a million Farm Families


## HOME-MADE AND HANDY

Soak your paint brush, but keep the bristles from curling up. Hang brush on a wire put through hole in the handle. Credit the idea to Leroy Klueter, Madison County, Ill.

Nothing can beat this noise-maker for moving sheep, says W. E. Stokes of Custer County, Mont. He puts a wire through some empty condensed milk cans and shakes 'em.

Iron plates on the squeeze chute will keep cattle from poking their legs through. They protect workers and cattle on Dudinsky Brothers farm in Kittitas County, Wash.

Freight, First Class

## AUTOMOBILE HORN DISPLAYS

### SPARTON COUNTER STAND

"Toot their own horn" when customer pushes the button completely wired with push buttons, battery cables and clips—attractive orange color stand.

Display consists of 4 horns—one No. J34 Air-Shell Dual, one No. J28 Dual Electric, one No. J17 Single Electric and one No. 106 Fleet Special.

Each

**No. T3765H—Horn Displays;** height 29 7/16 inches; width 23 1/2 inches, depth 14 in., weight 40 lbs. .....$40.00

## AUTOMOBILE HORNS

### SPARTON AIR-SHELL DUAL

A matched pair of horns, constructed of die cast, long coiled, air column projectors. Assembled on bracket in three different positions. With brackets, relay and necessary bolts, washers, etc. Outside terminals. Black enamel.

Each

**No. T3765-J34 — Auto Horns;** 6-volt; 6¾ inches high; 9½ inches wide, 6¾ inches long, weight each 7¼ lbs.....$11.80

### SPARTON DUAL TRUMPET

Installed on dash under hood or will hang from radiator brace rod; relay and wire furnished; Lustrous jade green finish

Each

**No. T3765J28—Auto Horns;** length 19½ in.; width 10⅜ in.; wt. each 7 lbs. ..... .$9.15

### SPARTON SINGLE TRUMPET

**Same as Above Except Single**

Each

**No. T3765J17—Auto Horns;** length 19½ in.; width 5 in.; wt. each 4 lbs. .....$5.50

### SPARTON FLEET SPECIAL

Each

**No. T3765-106 — Auto Horns;** heavily constructed, extra quality replacement horn, with powerful mechanism produces long range warning signal. Finished in baked black enamel. Complete with mounting bracket. Width 5¼ in.; length 12 in.; 6 volt, weight 3¾ lbs.. . . . . $5 00

### FLAT MICRO TYPE

Each

**No. T3765-22 — Auto Horns;** for under-the-hood mounting on dash or radiator brace rod; black metalustre lacquer; 5½ inch diam.; wt. each 2 lbs. $2.75

## AUTO HORN RELAYS

Each

**No. T3765-18 — Horn Relays;** delivers full voltage to horn for hair trigger action; brilliant tone and maximum output; weight each ½ lb. .....$0.90

**One in Carton**

## AUTO HORN BUTTONS

Each

**No. T3765-27 — Horn Buttons;** heavy duty for 6-12 or 32 volts; with clamp, nuts and bolts; cadmium plated; assorted colors composition buttons; wt. doz. 1¼ lbs. .....$0.35

**Six in Package**

△ Portland Stock Only

## SAFETY TRUCK SIGNAL ARM EQUIPMENT

### ELECTRIC ARMS

**Approved by Most States**

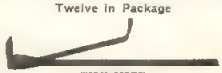
**With Controls**

A superior self illuminated truck signal arm. Easily attached by selective use of brackets listed below. Uses No. 87 bulb for 6-8 volts, No. 93 for 12-16 volts.

Each

**No. T3765-221ED — Signal Arms;** length 21 inches, less bracket; weight package 34 lbs. .....$10.50

**Twelve in Package**



T3765-227CB

T3765-233CB T3765-221BB

**BRACKETS ONLY**
**For No. T3765-221ED Arms**

| Brackets, Nos. | Extends Arms, In. | Wt. Pkg., Lbs. | Each |
|---|---|---|---|
| T3765-227CB | 27 | 33 | $1.44 |
| T3765-233CB | 33 | 15 | 1.93 |
| T3765-221BB | Body Mtg. | 6½ | .40 |

**Twelve in Package**

**REPLACEMENT PARTS**
**For No. T3765-221ED Arms**

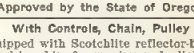
Each

**No. T3765-221E—Signal Arms only;** length 21 inches .....$9.39

**No. T3765-221L — Lenses;** cylindrical; unbreakable ..... 1.25

**No. T3765-221C — Ratchet Controls;** with guide and chain ..... 1 40

**No. T3765-221LG—Lense Guards** . . 1.73



### REFLECTOR ARMS

**Approved by the State of Oregon**

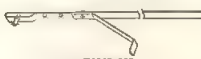
**With Controls, Chain, Pulley**

Equipped with Scotchlite reflector-borders finished in white for maximum daylight visibility. Easily attached by selective use of brackets listed below

Each

△**No. T3765-224A — Signal Arms;** length 21 inches; less bracket; weight package 30 lbs. .....$4.95

**Twelve in Package**



T3765-207

**BRACKETS ONLY**
**For No. T3765-224A Arms**

| Brackets, Nos. | Type | Wt. Pkge. Lbs. | Each |
|---|---|---|---|
| △T3765-207 | Adjustable Cab | 4 | $1 85 |
| △T3765-201 | Body Mounting | 30 | 1 26 |

**Twelve in Package**

**CONTROL MECHANISM**
**For No. T3765-224A Arms**

Each

△**No. T3765-205 — Control Mechanism;** complete with pulley and chain; for vertical mounting; wt. dozen 15 lbs.....$0.95

△**No. T3765-206—Control Mechanism;** complete with pulley and chain; for horizontal mounting, wt. dozen 15 lbs. ..... .95

**One Dozen in Package**

# IT'S HERE! Pony-Bike*

* Trademark
pat. applied for

**—the greatest novelty ever made for a bike!**

Pony Bike was created to satisfy the frustrated "cowboy". Now with Pony Bike he can go "galloping" down the street to his great delight!

Pony Bike is printed in four colors, mounted on both sides of tough cardboard about 3/16" thick and finished with a high spirit of varnish. The clamps and braces are in steel, finished in cadmium to prevent rusting.

1 Doz. to carton—weight 14 lbs. F.O.B. N. Y. City

**Retails for $1.00**

**Order Now!—from your jobber or write for catalog.**

ALSO MAKERS OF THE POPULAR
**SPEC-TOY-LINE**

## SPEC-TOY-CULARS, INC.

55 South 11th Street, Brooklyn 11, N. Y.

## NEWEST ADDITIONS TO THE "DECO" Line

DE LUXE
**JUNIOR CHEST**

- Size 13½" x 28" x 11"
- Kiln-Dried Hardwoods
- Red, Green & Black Silk-Screened Pictures
- Individually Boxed

DE LUXE
**METAL BOTTOM SAND BOX**

- Size 34" x 45½"
- All Hardwood
- Red & Green Enamel
- Individually Boxed

- BLACKBOARDS
- PLAY YARDS
- CORK FACE BULLETIN BOARDS
- DRAWING BOARDS

**DARTBOARD EQUIPMENT CO.**
**2000 NO. 10TH ST., PHILA. 22, PA.**

SAM DRELICH & SON, 200 Fifth Avenue, New York City

LEADING STORES & JOBBERS EVERYWHERE *feature*

## DECO DART GAMES

America's Largest line of QUALITY DART GAMES

DESCRIPTIVE CATALOG AVAILABLE

*Retailing from* 29c to $17.00

**DARTBOARD EQUIPMENT CO.**
**2000 NO. 10TH ST., PHILA. 22, PA.**

## PEP UP
Your Train Accessory Sales With These Proven Sellers

**No. 15 FIT-ALL TRACK CONNECTOR**
Retails for 15c

New! Revolutionary! The greatest accessory development in years. Fits either 2 rail or 3 rail, "O" and "027" gauge track. Packed 144 to carton.

**No. 790 R. R. MARKER SET**
Retails for 79c

- 5 Die Cast Markers
- Realistically Designed
- Sealed for "O" gauge and "027" equipment.
- Attractively packaged in 8x4½ black and orange box, 12 to carton

**No. 430 MINIATURE STREET LIGHT WITH CONNECTOR**
Retails for 79c

- Die Cast.
- Beautifully Enameled.
- Non-Breakable Nylon Heat Resistant Globe.
- Has G.E. 14-Volt Bulb.
- Individually Boxed 12 to Carton.

*Write for Samples & Prices*

**H & H SALES & MFG. COMPANY**
825 West North Avenue
Pittsburgh 12, Penna.

## COWBOY TIE • GUN and HOLSTER • LASSO

*Silk Screened* in Gilt and Brilliant Colors.

Every Set individually carded on multi-colored *silk screened* 11x14" display board.

## SUGGESTED RETAIL PRICE $1

Packed dozen asstd. colors to box, 1 gross to carton.

*Immediate Delivery*
Shipping weight: 42 lb.
SAMPLE ORDER: 3 doz. minimum.

**TOY-DOLL & NOVELTY CO.**
1052 Greene Avenue, Brooklyn 21, N. Y.

*Representatives:*
RANDALL CO. Miami, Fla.
JACK SHAPIRO Chicago, Ill.

**STRATHMORE SPONSORS DERBY SPEEDSTER.**
**Jimmy Hucko, well known Strathmore Magic Trick artist to boys and girls of Aurora, Illinois, has turned to racing. Driving the sleek Magic Slate Special, Jimmy hopes to win the All-American Soap Box Derby in Akron, Ohio.**

### *CHILDREN'S EXPOSITION IN LOS ANGELES*

Los Angeles will be the site of the Pacific Coast's first exposition devoted exclusively to products and services for children, the city's civic officials recently announced. The 1949 Children's Show will be held just preceding school opening, September 10 through 18, at Los Angeles' Shrine Convention Hall. It is being sponsored by the Society for the Advancement of Health and Education, a non-profit corporation.

This exposition is designed to provide a market place for all manufacturers, wholesalers, jobbers and retailers desirous of securing a share of Greater Los Angeles' $626,000,000 market in children's products and services. According to Roger E. Montgomery, show general manager, the exhibits, educational, and entertainment features of the exposition are expected to attract not only thousands of children and their parents, but numerous other relatives as well the final judges of what those children will play with, eat, wear, and otherwise use. Show exhibits will include clothing, sporting goods, schools, camps, playgrounds, pets and supplies, toys and games, photographers, pre-natal guidance insurance, furniture, medical and dental products and services, and others.

Special features will be lectures, panel discussions, a parents' clinic, motion pictures, radio and television broadcasts, daily birthday parties, entertainment, child talent contests, prizes, and a children's amusement area and nursery. Authoritative surveys show that in Greater Los Angeles there are 299,000 children to five years old; 224,586 from five to nine years; and 203,536 from 9 to 11 years. Cost estimates of rearing a child from birth to age 14 is set at an average of $861 each year for a total of $12,052. Children's Show advisory organizations are the Parent Teachers Association, the Chamber of Commerce, the Los Angeles Department of Health, Los Angeles City Schools, and others. Board members include Mrs. Marvin Owen, Tenth District P.T.A. president; and City Health Officer George M. Uhl.

### *TWO NEW STORES*

Two new general merchandise stores have been opened in Louisiana. They are the Empire Merchandise Co., Inc., in New Orleans; and Cosselman's Inc., in Baton Rouge

### *SKIL-CRAFT FACTORY WORKS TWO SHIFTS*

Skil-Craft Corporation reports their factory is now approaching peak capacity with two shifts at work. They state the widespread acceptance of Skil-Craft Tool sets has resulted in a flood of orders making it advisable for the Company to begin the double shift operation on July 15, instead of September 1st as originally planned.

This progressive and fast-growing firm also reports that arrangements have been completed with the Boys' Clubs of America, Inc. under which Skil-Craft tool sets will be featured in the many Boys' Clubs throughout the country.

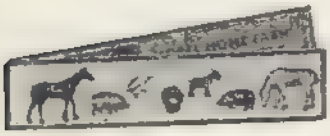
McDonald and Shaw, well-known manufacturer's representatives with headquarters in Dallas have recently been appointed to handle the Skil-Craft line in the Southwest. Skil-Craft agents in all regions report keen interest in these top quality tool sets with buyers confidently placing full commitments early.

The engineering and design departments are constantly striving to improve and perfect numerous features in the appearance of the tools and in the packaging of the sets to insure maximum value and eye-appeal Skil-Craft believes that now is the time to merchandise aggressively and offer top value at fair prices. Buyers have been quick to sense this guiding policy behind these attractive tool sets and have been placing their orders with full confidence that this merchandise will sell

The Company's traffic department is now working out a schedule with several transportation firms for direct thru service to all parts of the country so that all Skil-Craft customers will be assured of the best of service when the late season buying comes. Forward planning of this kind is another feature of Skil-Craft's policy of full consideration for all customers and for their customers' customers—the buying public.

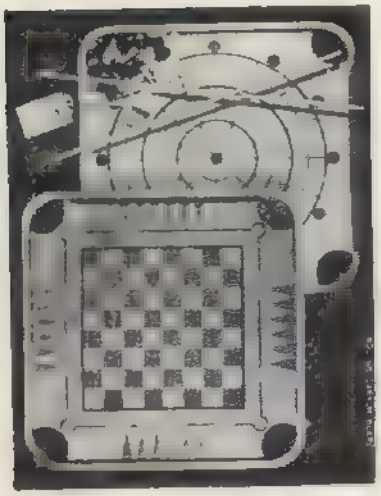
**Nancy Craig, ace ABC commentator, talks about latest Nu-Age creation, "Animalysis" on her coast-to-coast program, "Women of Tomorrow"—ok's it for teen-agers. Nu-Age Industries, Inc., of Leominster, Mass., are the manufacturers of this clever game introducing a new angle to the popular pastime of handwriting analysis.**

No 49-10 Indian Set



No. 49-2 Farm Set

No. 710 Banana Vender



No. 85 Carrom Board

F. J. STRAUSS CO., INC.

## MINIATURE FIGURES

**No. 49-2 Farm Set**.....Doz. $16.00
This boxed set consists of chicken, duck, goat, horse, donkey, tree.

**No. 49-15 Bandsmen Set**.....Doz. $16.00
This boxed set consists of six bandsmen playing different instruments.

**No. 49-10 Indian Set**.....Doz. $16.00
This boxed set consists of four fighting Indians and one mounted.

**No. 49-9 Cowboy Set**.....Doz. $16.00
This boxed set consists of four shooting cowboys and one mounted cowboy.

**No. 49-19 Khaki Infantry Set**.....Doz. $16.00
This boxed set consists of 2 sprawling soldiers, 2 charging soldiers and 2 throwing soldiers.

**No. 49-32 Mounted Scotchmen Set** Doz. $16.00
This boxed set consists of four mounted scotchmen.

**No. 49-29 Farm Hands Set**.....Doz. $16.00
This boxed set consists of 3 lady farmers and 3 men farmers.

**No. 49-30 Knights Set**.....Doz. $16.00
This boxed set consists of 2 knights with shields, 3 knights with spears and one mounted knight.

**No. 49-6 Farm Set**.....Doz. $16.00
This set consists of two chickens, one duck, one donkey, one horse, one farmer.

PLASTIC ART TOY CORP.

## PLASTIC MECHANICAL TOYS

**No. 708 Rope Jumping Girl**.....Doz. $16.00
**No. 710 Banana Vendor**.....Doz. $16.00

PITTSBURGH FABRIC PRODUCTS CO.

## KELON PLASTICS

**No. 200 Jr. Liquid Plastic Set**.....Ea. $3.00
**No. 100 Liquid Plastic Set**.....Ea. $5.20

JUDY COMPANY

## FARM SETS

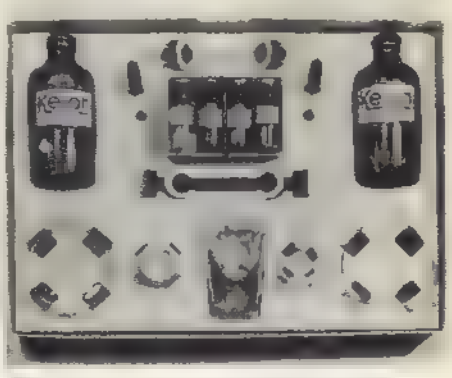
**No. 148 Judy Farm Set**.....Doz. $16.00
**No. 248 Judy Farm Set**.....Doz. $40.00

CARROM INDUSTRIES, INC.

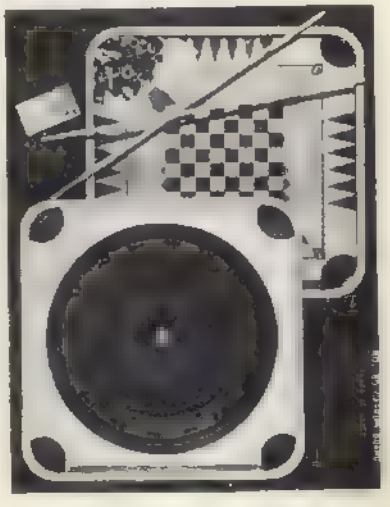
## CARROM BOARDS

**No. 85 Carrom Board** . . . . . Ea. $10.00
**No. 95 Carrom Board** . . . . . Ea. $12.00

No. 200 Kelon Set



No. 100 Kelon Set



No. 95 Carrom Board

No. 3618 Metal Peg Table

PRODUCTION ENTERPRISES INC.

## ALL STEEL PEG TABLE

**No. 3818 Metal Peg Table.....Doz. $80.00**

PRESSMAN TOY CORP.

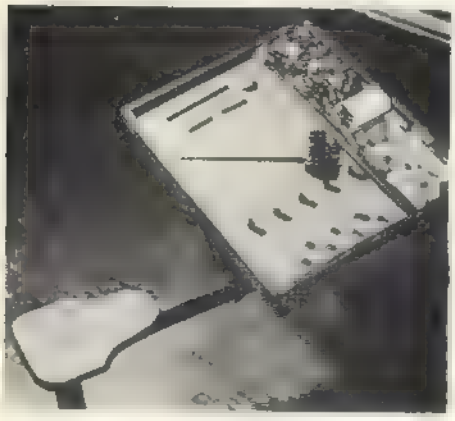
## WOOD PEG TABLES

**No. 1128 Pound-A-Peg .....Doz. $16.00**
**No. 2228 Pound-A-Peg .....Doz. $28.80**

KIDDIE BRUSH AND TOY CO.

## BARN SET

**No. B12-6 Barn Set .....Doz. $45.00**
This is a 24 piece dairy farm set, contains barn, 12 pieces of fence, 2 gates, 8 cows, 2 cans, hay.



No. 2228 Peg Table

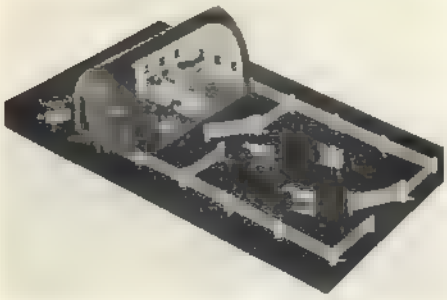
KEYSTONE MFG. CO.

## MOVIE PROJECTORS

**No. E943 16M.M. Movie Projector Ea. $22.80**
Bright illumination by a concentrated filament 120 watt projection lamp. Sharp Lens and a condenser lens for extra brightness. 200 foot reel furnished with projector. A.C. motor with off and on switch. Fast film rewind.

**No. D752 16M.M. Projector.....Ea. $30.00**
Bright illumination by a tubular special projection lamp of 140 watts. Efficient condenser lens and bell-mounted projection lens. Fast film rewind. 200 ft. reel furnished with projector. Angle projection, for showing pictures above or below the height of the projector by means of a swivel arrangement. A.C. motor with off and on switch.

**No. C28 16M.M. Projector .....Ea. $43.70**
Bright illumination by a 200 watt projection lamp having a concentrated filament. Highly polished and accurately placed reflector. Fast film rewind. 400 foot reel furnished with projector. Forced draft ventilation for cooling of projector. Master switch for controlling entire machine. Separate off-on light switch. Angle projection, permits showing pictures above or below the height of the projector by means of a swivel arrangement.



No B12-6 Barn Set

EXCEL MOVIE PRODUCTS CO.

## MOVIE PROJECTORS

**No. P-39 Movie Projector, 16M.M. Ea. $21.30**
Exclusive cold light, always operates cool, can't burn children's fingers. Silent, eliminates noise, complicated moving parts, no more "threshing machine clatter." Simple, even kids of kindergarten age can thread and operate the "Prep". Safe, U. L. approved. Mechanism fully enclosed.

PHO TAK CORP.

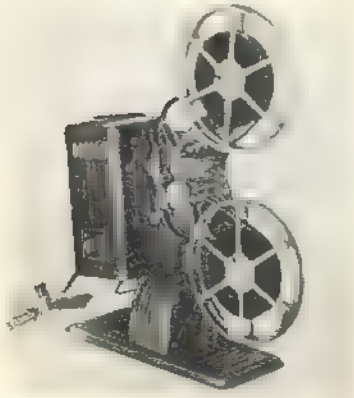
## MOVIE PROJECTOR

**No. M990 Toy Movie Projector.....Ea. $21.30**
A real projector for the youngsters.

PHO TAK CORP.

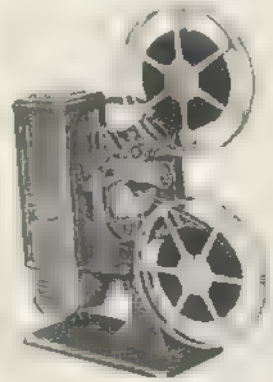
## MOVIE FILMS 16MM

**50 Foot Assorted Film .....Doz. $22.80**
**100 Foot Assorted Film .....Doz. $38.40**
These films are Westerns and Comics.

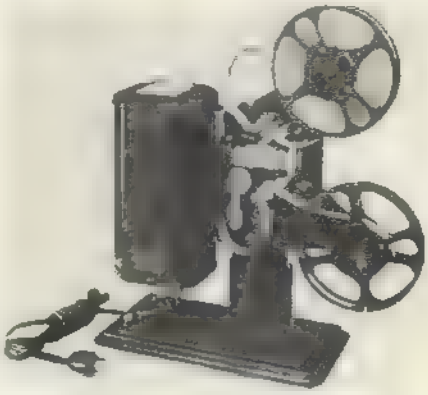


No. E943 Projector

No. D752 Projector



No. C28 Projector



No. P39 Projector

Movie Films

# Gilbert Train Extras

## Remote Control Switch

Unique control box included with each pair of switches permits controlling train from a distant point. Red and green lights on switches indicate in which direction they are set. Sold in pairs only.

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4583 | HO268 | [S] $17.80 |

## Tracks

Straight track, 8 inches long. Rails mounted on realistic bakelite roadbed

| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4584 | HO261 | [S] $0.42 |

Curved track, 8¾ inches long. Rails mounted on realistic bakelite roadbed

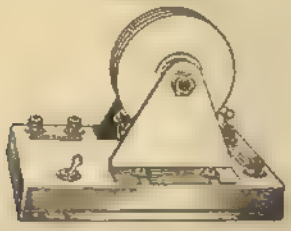
| Stock No. | Mfr's. No. | Fact. List EACH |
|---|---|---|
| 4H 4585 | HO260 | [S] $0.42 |

## Transformer

Transformer has automatic circuit breaker. Red and green pilot lights. Alternating current only

| Stock No. | Mfr's. No. | Watts | Volts | Cycle | Fact. List EACH |
|---|---|---|---|---|---|
| 4H 4593 | 8B | 100 | 110-120 | 60 | [S] $10.45 |

## Rectifier

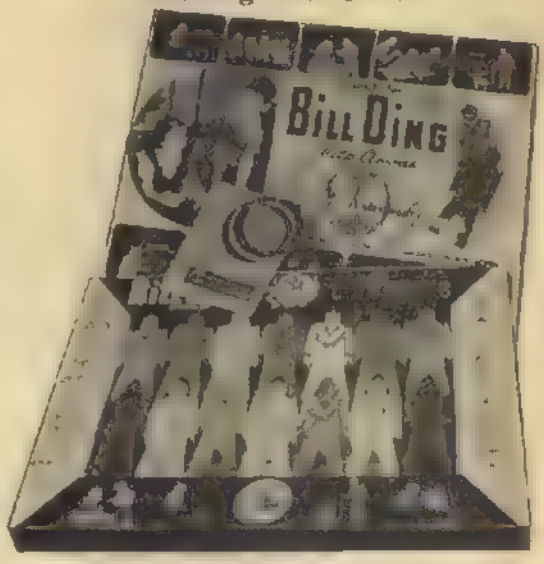


Electronic propulsion that runs only on direct current and the No 15 Rectifier offers one way to convert AC to DC. A transformer must be used with the Rectifier. The correct hook up is to plug transformer into house current, connect Rectifier to transformer and connect track wires to Rectifier. Toggle switch controls direction of locomotive

| Stock No. | Mfr's. No. | lb Each | Fact. List EACH |
|---|---|---|---|
| 4H 4595 | 15 | 2½ | [S] $15.60 |

Three in a carton.

## "Bill Ding" with Clowns




### Strombecker

Large clowns operating [illegible] and finished in bright red, yellow, blue and green harness and gear. Complete set packed in attractive box. Clowns may be split into regular circus balancing acts

| Stock No. | Mfr's. No. | No. of Clowns | Ht. In. Clown | lb Doz. | Doz. In Case | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 2983 | B77 | 14 | 4½ | 30 | 1 | $83.80 |

Two dozen in a carton.

## American Fast Freight

Five pieces with automatic couplers

| Stock No. | Mfr's No. | Inches Lgth. | Ht. | lb Doz. | Cat. List DOZ. SETS |
|---|---|---|---|---|---|
| 4H 2921 | 228 | 17½ | 2 | 6 | $13.10 |

Three dozen in a carton

# Strombecker

## Transcontinental Freight

With automatic couplers. Six pieces.

| Stock No. | Mfr's. No. | Inches Lgth. | Ht. | lb Doz. | Cat. List DOZ. SETS |
|---|---|---|---|---|---|
| 4H 2920 | 307 | 44 | 3 | 34 | $53.45 |

One dozen in a carton.

## National Fast Freight

With automatic couplers. Six pieces.

| Stock No. | Mfr's. No. | Inches Lgth. | Ht. | lb Doz. | Cat. List DOZEN SETS |
|---|---|---|---|---|---|
| 4H 2900 | 1B | 34 | 2½ | 19 | $22.80 |

Two dozen in a carton.

# Nosco Toys

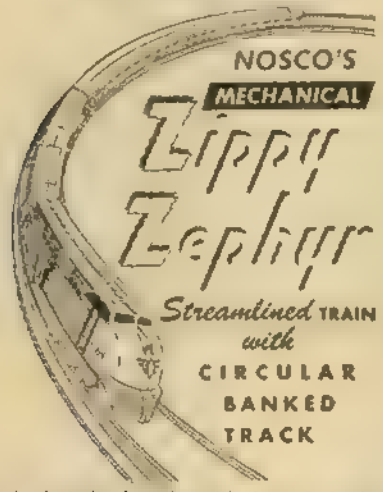
## Nosco Chief

The Chief consists of 10 sections of banked track and complete freight train, locomotive, locomotive tender, coal hopper, box car, oil tank car and caboose. Molded and engineered train scoots around 30 inch circle (8 feet) of banked track. The banked track permits trains to grip track at higher speeds. The Chief engine is equipped with sturdy wind-up motor with automatic brake and draws train over 30 feet. Red, yellow, blue and green cars. Complete train 20 inches long.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3426 | 6400 | 15 | $27.20 |

Individually boxed

## Nosco Zippy Zephyr




Mechanical streamlined train with banked track. Includes 14 pieces: one streamlined engine, one baggage car, one pullman car one observation car, 10 sections of banked track. Each car is a different color. Zephyr is equipped with wind up motor with an automatic stop. Has 8 feet (30 inch circle) of banked track.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3423 | 6384 | 9 | $27.20 |

One dozen in a carton.

## Nosco Super Train

A sturdy wind-up motor. Cars are easily coupled and uncoupled. 21½ inches long; is a model of an actual streamliner. Colors: yellow, red, blue and green. Packaged as a complete four-car unit, including engine, baggage, coach and observation car. Individually boxed.

| Stock No. | Mfr's. No. | lb Dozen | Cat. List DOZEN |
|---|---|---|---|
| 4H 3428 | 6321 | 44 | $13.35 |

Two dozen in a carton.

## Nosco Train of Tomorrow

### With Bus & Station Wagon

Set contains: One complete mechanical streamlined train, one mechanical station wagon, one mechanical bus. Sturdily constructed and equipped with a super wind up motor.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3429 | BX6321 | 9½ | $20.35 |

## Nosco Fast Freight

Runs without track on any surface. Over 16 inches long and consists of six cars: locomotive, locomotive tender, coal hopper, box car, oil tank car and caboose. Each car is a different color. Has a strong flat spring motor which propels it over 30 feet on any surface. Sturdy construction, many safety features and authentic detail.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3425 | 6375 | 6½ | $13.60 |

Two dozen in a carton.

# Hafner Mechanical Train

Train consists of: engine, mail car, caboose, tender, refrigerator car, 8 sections curved track, 4 sections straight track.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3427 | 720 | 47 | $68.15 |

Standard packing one dozen.

# STRUCTO

**The Leading Manufacturer of**

## MINIATURE CONSTRUCTION TOYS

INVITES YOU
TO VISIT US WHILE YOU ARE IN NEW YORK
AT THE

## TOY FAIR

- See the complete line of famous STRUCTO Live-Action pull toys
- See the many appealing "Child-Conditioned" NEW NUMBERS
- **See them All... See them in Action!**

**2 NEW YORK LOCATIONS . . . 2 DISPLAYS**

- **PERMANENT NEW YORK OFFICE**
  **200 FIFTH AVENUE**
- **TOY FAIR DISPLAY**
  **ROOMS 717 and 726 — HOTEL NEW YORKER**

**STRUCTO MFG. CO.**

# MAKING MILLIONS MUSICAL!

REALLY PLAYS! UNBREAKABLE! FAST-SELLING!

# BUGLE BOY

BY THE MAKERS OF
CADET BUGLER, BOY BUGLER,
AMERICAN SONGSTER,
SEA STAR

An actual musical instrument, this "mighty midget" has an amazing record of consistent sales! Millions of youngsters have learned to play bugle calls and othe. tunes on the BUGLE BOY . . . and it fascinates the older set too. Of red, white and blue plastic, mounted on individual instruction cards, the BUGLE BOY is a steady year-around musical toy. It's useful . . . it's promotional . . . it's in demand! Order from your distributor now!

Retail 25c

CHICAGO TOY CO.
A division of
CHICAGO MUSICAL INSTRUMENT CO.
30 E. Adams Street, Chicago 3, Ill.

**WE WON'T BE AT THE TOY FAIR THIS YEAR** →

**SEND YOUR ORDERS**
For these Best Selling Items either to our office or your favorite distributor.

JoJo, the Dancing Clown, is a whole circus by himself. He'll pull laughing, buying crowds to your big top every time. Every kid loves a circus and JoJo is the main event.

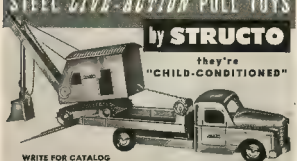
COMING UP NEXT MONTH THE PEARL DIVER

# C. T. 8
SUGGESTED RETAIL PRICE 29¢

**PALMER PLASTICS INC.**
36-12 48th AVE. LONG ISLAND CITY, N.Y.

*Be Sure to See*
THE ADVANCED STYLED
**STUDEBAKER**
ALUMINUM MODEL TOYS, INC.
BIRMINGHAM (DETROIT), MICH.

STEEL *LIVE-ACTION* PULL TOYS
by STRUCTO
they're "CHILD-CONDITIONED"



WRITE FOR CATALOG
**STRUCTO MFG. CO.** FREEPORT ILLINOIS

A COLORFUL DISPLAY BOX
FOR YOUR TOY COUNTERS WITH
**NATIONALLY ADVERTISED***
**CASTLE FILMS**
HOME MOVIES
FOR TOY PROJECTORS

100 Ft. Each
16 MM
Retail Price
$2.75

| | |
|---|---|
| √ | Cartoons |
| √ | Westerns |
| √ | Adventure |
| √ | Sports |
| √ | Christmas Stories |

* LIFE
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SPORT
American Weekly
Popular Science

Last Christmas, an average of three Castle Films was sold to every purchaser of a 16 MM toy projector.

CASTLE FILMS
DIVISION OF UNITED WORLD FILMS INC.
1445 PARK AVE., NEW YORK 29

ORDER NOW!

CASTLE FILMS
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NEW YORK 29, N.Y.

Please send us——packaged display assortments consisting of 18 selected 100-foot, 16mm films for toy projectors, at $29.70 per package.

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BUYER
REFERENCES

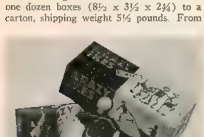
The Hula doll has movable arms

### KNICKERBOCKER PLASTICS PRESENT HULA DOLL

A new, authentically Hawaiian Hula Doll has recently been introduced by the Knickerbocker Plastic Company, Inc. This dusky maiden stands six inches tall, has lustrous black hair, yellow grass skirt, orange ornaments at her neck, wrists, ankles, and in her hair and a mischievous gleam in her hand painted features that makes her practically irresistible. Movable arms enhance her realistic appearance and, for extra sales appeal, she is individually packaged in a clear plastic cylindrical container. She is now on display at the Knickerbocker showroom, 1107 Broadway, Room 302, New York City, and at Knickerbocker's California factory. The suggested retail price of this California-designed plastic creation is 98c. Inquiries may be addressed to Knickerbocker Plastic Company, Inc., 4101 San Fernando Road, Glendale 4, California.

### ALL-PLASTIC KRAZY IKES

Here's a popular seller, now better than ever! Makes hundreds of interesting toys! Suggested retail price is $1.00. Every piece is plastic—colorful, sturdy "snakings" for hundreds of interesting toys! The full color guide sheet makes it easy for children to assemble the bodies, heads, feet, joints and connections into figures, animals, toys and so on. The ball-and-socket and sleeve joints fit easily and securely. Krazy Ikes are educational, interest holding and fun for children. Packed one dozen boxes (8½ x 3½ x 2¾) to a carton, shipping weight 5½ pounds. From



the Whitman Publishing Company, Division of Western Printing and Lithographing Company, One of the World's Largest Color Lithographers Racine, Wisconsin

### ACTION TOY TELEVISION SET FEATURES HOLLYWOOD STARS

With the television boom at its peak, the new, completely automatic Hollywood Toy Television set answers the toy gift problem of "something really new and different." Made by Hollywood Toy Tele-Corp., 1225 So. Talman Ave., Chicago 8, Ill., this attractive, electrically-operated plastic set furnishes hours of entertainment with individual thrill-packed half hour action programs. Featured in the initial three half hour programs are the top favorites, Hopalong Cassidy, Gene Autry, Woody Woodpecker, and other Hollywood stars

This safe television set is operated solely by the child and needs no attention from the parent. The unit comes ready to play, complete with a half hour program. It lists for $9.95: additional half hour programs are available at a list of $1.00 each

Henry G. Saperston, vice-president in charge of sales, has his sales force in the field now calling on buyers of quality toys

In addition to cuts, mats, and gloss stills, an automatic demonstrator set in conjunction with a real merchandising counter display stand is available for windows and counters

### WIDER CHOICE IN CRAYON PACKAGES

Crayonex drawing and coloring crayons now come in a wider selection of packings, fitting into the progressively wider range of uses of this popular and versatile color medium. The new No. 322 Crayonex box is a 24-color assortment, tuck box, two rows only, 12 sticks in a row. The new box sells over the counter for 30c.

No. 323 Crayonex, also a 24-color box, still retains the flat lift-lid packing, with every stick in full view and easy to pick from for quick choice of colors. It lists at 35c. The deluxe Crayonex package No. 326, containing 32 colors including gold, silver and copper, comes in a flat lift-lid box also, every color in a groove of its own—a convenient and easy way to keep colors in proper order. This sells for 60c per individual box

The above are in addition to the other regular Crayonex packings—8 and 12-stick tuck boxes, 8-stick metal box, 16 sticks in both tuck and flat box, 8 and 16-stick boxes of large kindergarten size. Crayonex Crayons are manufactured by The American Crayon Company, Sandusky, Ohio

Little Boy Blue nite lite

### NURSERY PICTURES DOUBLE AS NITE LITES

Not under a bushel—but concealed in the frame is the light of the newest nursery gadget—a series of five fairy tale cutouts in separate picture frames. Each is, in itself, a wall decoration and a nite lite. The most lovable of all traditional nursery characters—Little Bo Peep, Jack and Jill, Little Boy Blue, Humpty Dumpty, and the Old Woman in the Shoe are cutout and mounted in graduated planes to suggest depth. In bright children's colors they live within their gay white frames by day. A flick of the finger switch and they come to life at nite—with enough light to serve little folks needs—yet not too much to disturb.

Educational entertaining — practical safe—these new nursery fittings are being featured in the toy sections of department and gift stores They are manufactured by Tots Toys—Divison Hartwig, Incorporated, 1105 North Fourth Street, Milwaukee 3, Wisconsin

### COWBOY REPEATING CAP PISTOL

Latest addition to the line of western pistols being marketed by the Hubley Manufacturing Company, Lancaster, Pa., is the Cowboy. This repeating cap pistol is the exact replica of a real Cowboy six-shooter. A full 12 inches long, the Hubley Cowboy has a gleaming nickel finish with figured plastic handles. A patented opening device automatically releases the revolving cylinder unit for convenient loading with standard roll caps. The Cowboy

is the third in the Hubley western pistol group. Others are the popular Texan and the Texan Jr. All three are repeating cap pistols.

# STEEL TOYS BY STRUCTO

Popular, colorful, life-like Structo steel action toys —fast movers all counters the nation over. Always a leader in appealing to children because Structo is ever conscious of play value and fidelity to detail. Accurate miniatures of the real thing are insured. And the toys are "child conditioned" - they cater to the child's desire for real live-action in his own little world of make-believe.

## STRUCTO DUMP TRUCK

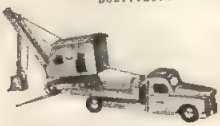
**An exciting toy for the young engineer!** Box raises and [illegible] Hood raises. Rubber wheels. Size 20" long 6½" wide, 8½" high. Colors [illegible] Ind. packed.

No.200 Each..$1.80
Doz...20.40

## HEAVY DUTY STEAM SHOVEL

**An accurate replica of the latest heavy duty steam shovel.** Crank controls the automatic unloading of the scoop. Rear wheels are Rubber tractor treads. Boiler. Size 23½" long, 6½" wide, 7¾" high. Individual Shovel Box.

No.105 Each..$1.80
Doz...20.40



## MACHINERY TRUCK AND STEAM SHOVEL

**Two exciting units in one!** The truck has a removable swing skid, crank, steel chain mechanism [illegible] Hood raises. The steam shovel [illegible] the scoop or [illegible] Color [illegible] Both types packed as one unit. Shovel [illegible]

No.402 Each..$3.60
Doz...42.00

## STRUCTO STEAM SHOVEL

**Tough, durable toy.** Crank controls [illegible] automatic unloading of shovel. Housing revolves. Size: 21" long 8½" wide, 8¼" high. [illegible] Orange Blue Gray. Ind. packed.

No.100 Each..$1.50
Doz...16.00

## AERIAL FIRE TRUCK

**Oh, how children will love this!** Rubber wheels, Large [illegible] The hood raises. Three 15" extension ladders. The lever crank control mechanism easily [illegible] lowers hydraulic ladders. Red with [illegible] ladders. Size: 24" long, 6¾" wide, 6¼" high. Ind packed. [illegible] wt. 4 lbs.

No.250 Each..$2.40
Doz...26.00

## STANLEY HAY RACK WAGON

2 Horse, Cast Metal Hay Wagon. Painted red and silver with green wheels. Horses brown. Size 11⅝" [illegible] 4⅛" high.

No.22 Each..$1.30
Doz...15.00

## STANLEY SURREY

2 Horse, Cast Metal Surrey with fringe on top. Surrey is painted blue and yellow. Horses are brown. 11" long [illegible] 4⅛" high.

No.10 Each..$1.30
Doz...15.00

## STANLEY HOOK AND LADDER

3 Horse Cast Metal Fire Engine! Painted red, silver with brown and silver horses. Length 11 [illegible] and 4¾" high.

No.55 Each..$1.[illegible]
Doz...15.[illegible]

## No.60 PEDAL BIKE

Light weight aluminum tubing frame reinforced at stress points. 8½" pedal wheel with ¾" rubber tires. Aluminum finish, red trim.

No.60 Each..$3.00

## STANLEY FIRE ENGINE

3 Horse, Cast Metal Hook and Ladder Wagon. Painted silver and blue 13⅜" long x 5½" [illegible]

No.50 Each..$1.[illegible]
Doz...15.[illegible]

# THE SEA SCOUT
## *Model Racing Sloop*

Length 28"—Beam 5"—Height 43"
Plastic One-Piece Hull—Weight 3 lbs.
Color—Red Below Waterline and Marine Blue Above
Mahogany Deck, Balloon Cloth Sails

**LIST PRICE $15.95**

**SOLLMANN & WHITCOMB**
200 5th AVE., NEW YORK, N. Y. (5th AVE. BLDG.)

# TINKER TOYS
SANE SAFE SURE
THE TOY TINKERS
EVANSTON·ILL·200 FIFTH AVE·NEW YORK

STEEL LIFE ACTION PULL TOYS
by STRUCTO
they're "CHILD-CONDITIONED"
WRITE FOR CATALOG
STRUCTO MFG. CO. FREEPORT ILLINOIS

OVER THE HEAD
*Don Post*
RUBBER MASKS
Mortimer Snerd • Beggar • Ape • Clown • Glamour Girl • Old Woman • Minstrel
PRICED TO RETAIL - $2.95 Each
*Write for Photo Brochure of Complete Line*
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LOS ANGELES 12, CALIF.

# Rich Toys
DOLL HOUSES
PULL TOYS
Greatest line of Doll Houses ever produced; New Model Pull Toys, Gym Sets and other quick selling numbers.
RICH INDUSTRIES
CLINTON • IOWA
NEW YORK SALESROOM: ROOM 452, FIFTH AVENUE BUILDING

TOYS *that Sell*
WOODBURNING SETS • TOOL SETS • SAND PAINTING SETS • TOY WORK BENCH • TOY LAWN MOWER • DOLL HIGH-CHAIR • TOY IRONING BOARD • TOY PIRATE CHEST
AMERICAN TOY & FURNITURE CO., Inc.
4130 N. CLARK ST., CHICAGO 26, ILL.

. . . . . SAYS PETE THE PENGUIN AND HIS FOLLOWERS
WE'RE BACK AGAIN!

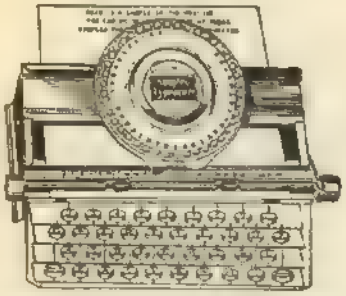
FREE — An attractive profit making display board of America's famous WILSON WALKIES. They're fascinating . . . Popular priced toys for your big kiddie market.
USUAL DEALER DISCOUNTS
MANUFACTURED BY WILSON NOVELTIES, INC.
WATSONTOWN, PA.

# RIDE-A-CAR
A sturdy toy for small fry that appeals to boys and girls alike. Ideal for indoor or outdoor play. It's a great item for early Spring selling and should be placed in stock NOW. 20" long, 10" wide 14½" high. Double disc steel wheels with ½-inch rubber tires.

THE JOHN C. TURNER CORP.
Home Office and Factory: Wapakoneta, O.
New York Sales Office: 1107 Broadway

## TOY TYPEWRITERS

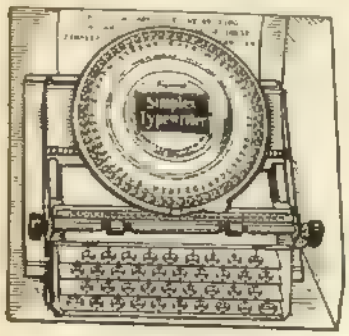
### SIMPLEX



Writes all capitals, necessary figures and punctuation in standard typewriter type. There is a key for each letter, automatic inking and spacing key. Constructed of steel and finished in a rich lacquer. Takes paper, card or envelope 6 inches wide, any length. Each is packed in strong, decorative box which is used as a carrying case.

**No. 200** . . . . . Per dozen $24.00

One in a Carton



The tops for toy value. This machine writes 62 characters. Capitals, small letters, figures, punctuation, etc. as follows: ABCDE FGHIJKLMNOPQRSTUVWXYZ 12345678 9abcdefghijklmnopqrstuvwxyz. All machines made of steel and finished in a high gloss lacquer. Built to last a child's lifetime.

**No. 300** . . . . . Per dozen $36.00

One in a Carton

### MARX

This typewriter, Junior Model, has stepped dummy keyboard representing a full size typewriter. Capital and small letters for boys and girls of all ages. It has 40 steel type characters including alphabet, numbers, punctuation marks, and line spacer. Accommodates letter size paper 8½"x11½". Has carriage that slides back and forth and space lever. Self inking. New inking rolls are easily inserted.

**No. 1110** . . . . . Per dozen $42.00

One in a Box, One Dozen in a Carton

## TOY TELEPHONES

### LORAIN

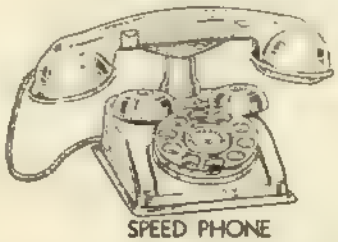
**Dial French-Type**

Square base. Finished in red baked enamel with ivory dial. On turning dial bell rings. Height 3 in., base 4 in. x 6⅛ in. Receiver 7⅝ in.

**No. 44** . . . . . Per dozen $9.60

One Dozen in a Carton

### GONG BELL



SPEED PHONE

Metal toy telephone with spring return dial. Two bright plated bells. Assorted colors. High play value. Base 6½" x 4".

**No. [redacted]** . . . . . Per dozen $12.00

Three Dozen in a Carton

VOICE PHONE 0685

**Voice Phone**

A toy telephone with the added feature of a voice in the receiver. Revolve the dial and the bells ring. Invert the receiver and the voice sounds.

Durable heavy gauge metal, shiny nickel bell, spring return dial. Bright baked enamel colors.

Base 6½x4 in.

**No. 0685** . . . . . Per dozen $18.00

One in a Box, One Dozen in a Carton

## TOY TELEPHONES

### TOY WALL TELEPHONE SETS
S. B.

Operates on dry cell batteries. Contents 2 complete telephones made of heavy gauge steel, attractively finished, 50 feet of wire included.

**No. 160** . . . . . Per Dozen Sets $42.00

One Dozen Sets in a Carton

### TELEPHONE SETS
S. B.

Contents: Complete telephones, latest modern design. Operate on flashlight batteries. Mechanism fully concealed. Attractively boxed in sets of 2 with 50 feet of wire, ready for operating.

**No. 211** Per dozen sets $72.00

One Dozen Sets in a Carton.

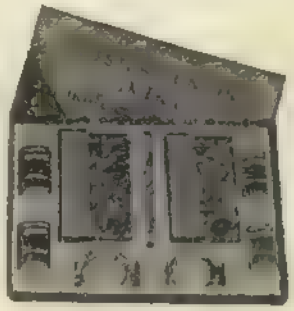
### WESTERN UNION SIGNAL SETS
S. B.

**Double Set**

**No. 165** . . . . . Per dozen $18.00

One in a Box, One Dozen in a Carton

### RADIO TELEGRAPH SIGNAL SETS
S. B.

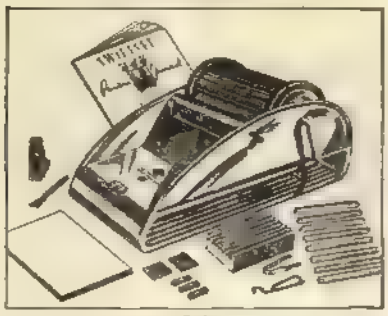


Complete with 2 signal sets, each wired for sending and receiving. Set consists of 4 batteries, 50 feet of wire, instruction sheets and miniature Western Union blanks.

**No. 200** . . . . . Per dozen $30.00

One in a Box, One Dozen in a Carton

## PRINTING PRESSES
### SUPERIOR



**Cub**

A press for printing post card size newspapers and advertisements

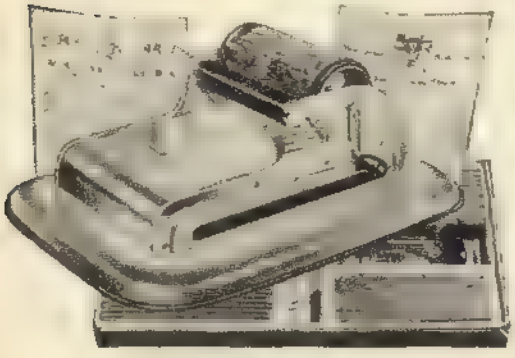
Printing press complete: 200 pieces of Swiftset grooved rubber type, 8 type slots, 2 picture dies and mounting rubber, type tweezers, tool for inserting slots, bottle of black ink, ink brush, ink ribbon, paper, copy of Swiftset Printers' Journal, complete instructions. 15 lines on 3½" x 5½" sheets capacity.

**No. 8401** .....Per dozen $25.80
One in a Display

**Star**

Prints 3½ x 7" illustrated newspapers, handbills and other work. Printing drum maximum capacity of 25 lines of type. Automatic pressure lever for varying paper thickness. Made of heavy reinforced steel. 400 pieces of swiftset grooved rubber type. 15 type slots. Type tweezers. 9 picture dies, adhesive and mounting equipment. Bottle of black ink, ink ribbon and ink brush 3½" x 7" paper. Tool for inserting slots. Printer's journal and complete instructions.

**No. 8403** .....Per dozen $5.75
One in a Display Carton

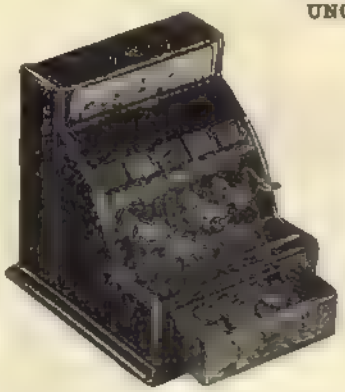


**Ace**

Printing press complete: 600 pieces of 8510 type, 400 pieces of 8512 type, 16 type slots 5 in. wide, 6x3-in. group of newspaper headings and picture dies, mounting rubber and rubber cement, ½-oz. bottle of black ink, ink ribbon, and ink brush, supply of folded 11x7½-in paper, tweezers, tool for inserting slots. Swiftset Printers' Journal, and instructions. Box size 16½x11x7¾ in.

**No. 8405** ..... Each $8.00
One in a Box

## TOY CASH REGISTERS
### UNCLE SAM PLAYSTORE



4¾" high—4⅝" wide—5⅛" deep.

Supplied with metal "Playstore" money. Made, looks and works like a big cash register. Just press a button—the bell rings—the door shoots open, and the amount of the sale is shown. A grand toy for the boys and girls It teaches them to count . . . add . . . subtract and multipy. All steel construction.

Assorted colors—Red and black

**No. 150** ..... Per dozen $24.00
One in a Box, Two Dozen in a Carton

### TOM THUMB

Precision-made miniature of a standard cash register, the bell rings when a key is pressed, the cash door pops out, the amount indicator shoots up behind glass window on top. Constructed of heavy gauge steel with aluminum trim and baked-on, bright red green, or blue enamel. White plastic keys register from 1c to $1.00 and no-sale

7¼" deep, 6½" wide and 7¼" high

**No. 348** ..... ...Per dozen $45.00
One in a Box, One Dozen in a Carton

## TOY CASH REGISTERS AND BANKS
### UNCLE SAM THREE COIN REGISTER AND BANK

3 coin register bank, with a 5-coin feature. All steel. Rings register automatically, and adds nickels, dimes and quarters. Takes pennies, half dollars and bills in special opening Holds $50.00. Opens at every $10.00. There's lots of fun listening to the bell as it records each deposit. Beautifully enameled in assorted colors—Red, blue and black. Size 6½"x 4½"x5¼".

**No.300** ..... Per dozen $42.00
One in a Box, Two Dozen in a Carton

### UNCLE SAM 2 IN 1 REGISTER AND BANK

Supplied with metal "Playstore" money. Made, looks and works like a big cash register. Just press the key—the bell rings—the drawer shoots open, and the amount of the sale is shown. Size 4" high—5-5/8" wide—5⅛" deep.

It is also a real lock and key BANK. Teaches thrift. Real money and play money can be locked in the "vault" in back until ready to "open the store." An amusing toy—yet a practical savings bank. All steel construction. Finished in rich, red enamel.

**No.150** ..... .Per dozen $31.00
One in a Box, Two Dozen in a Carton

## DECORATED DINNERWARE

### *Lu-Ray Pastels*

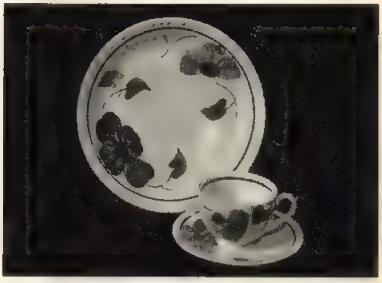
Taylor, Smith and Taylor

Soft precious shades to glisten with ever-changing beauty at each meal. Graceful, smooth flowing lines to cast lovely long reflections. These are Lu-Ray Pastels, master potted from the world's finest opaque dinnerware body. Appealing in their lustrous simplicity they are gracious on any occasion. Four glazes in purest colors: Windsor Blue, Persian Cream, Surf Green, Sharon Pink.

**No. H1986-C6 to C32—BLUE RIDGE**

Southern Pottery

Dark green leaves; rich brown stems and daisy center. Deep rose and yellow flowers.



**No. H1986-F6 to F32—BLUE RIDGE**

Southern Pottery

Soft green leaves, rich brown stems, yellow flowers with rose centers, and deep rose flowers with orange centers.

**No. H1986-H6 to H32—BLUE RIDGE**

Southern Pottery

Dark green leaves and stems, beautiful bright yellow flowers and bud. Flower has rich brown center.

**No. H1986-G6 to G32—GOLD BAND**

Taylor, Smith and Taylor

Ivory tinted china, with bright gold band decorations; a popular pattern and generally selected by those who prefer a moderate decoration.

# TINKERTOYS

## IN THEIR 35TH YEAR

CONTINUE AS THE

## WORLD'S RECORD PLAYTHINGS

# EASY
# JUNIOR
# WONDER
# SPECIAL
# SENIOR

## THE TOY TINKERS INC.

EVANSTON, ILL., U. S. A.

# THE TOY FAIR

## *Plastic* and *Composition*

See Our **NEW 1949 LINE**

*Backed by 30 years of dependability and "Know-how" in the Doll field*

New **FAST-SELLING NUMBERS**

Don't miss our display at

ROOM
**442**
HOTEL
**McALPIN**
During the Toy Fair

AG

**Allied Grand**
DOLL MANUFACTURING CO., INC.
72 Nostrand Avenue Brooklyn 5, N. Y.
Telephone: ULster 5-3773

# Tinkertoy

## Senior Tinkertoy

A complete construction set containing 179 parts consisting of smooth, round rods and connecting hubs, wheels, pulleys, bearings, belting cord and wind-blades for making 10,000 different moving and still models of mechanical and architectural subjects. Can be operated by anyone old enough to read the directions. Builds all types of manually operated or wind driven models. Laminated fibre mailing can

| Stock No. | Can Size In. | lb Doz. | Cat. List DOZ. SETS |
|---|---|---|---|
| 4H 3303 | 14x4 | 28 | $29.80 |

One dozen in a case.

## Special Tinkertoy

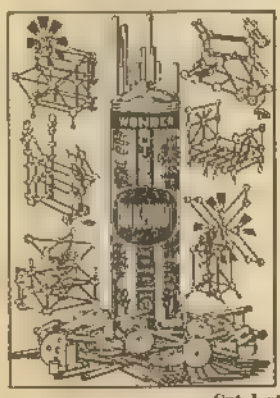
An elaboration of Tinkertoy with more parts, varying designs. Includes the windlass drive which supplies the power for each model by means of hand crank. Made of New England birch in natural finish. One direction sheet showing 36 models and a trick sheet of stunts and games for the various pieces.

| Stock No. | Can Size In. | lb Doz. | Cat. List DOZEN SETS |
|---|---|---|---|
| 4H 3308 | 8½x12½ | 21 | $23.00 |

One dozen in a case.

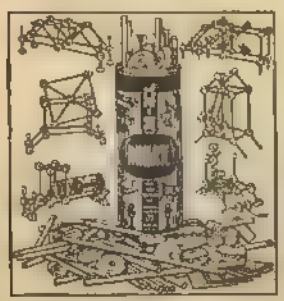
## Tinkertoy

The best known plaything today. Made of New England White Birch. More parts and new parts have been added to give greater value and to make better models.



| Stock No. | Can Size In. | lb Doz. | Cat. List DOZ. SETS |
|---|---|---|---|
| 4H 3306 | 8½x11 | 18 | $17.95 |

One dozen in a case.



## Junior Tinkertoy

A construction set for beginners. Suitable for children three to four years old and up. Made of New England White Birch, smooth natural finish, unpainted. Hundreds of motion models of the simpler type can be made. The new windblade holders and rod extender pieces which have been added to this set increase its efficiency. Packed in tubular container with metal screw top.

| Stock No. | Can Size In. | lb Doz. | Cat. List DOZ. SETS |
|---|---|---|---|
| 4H 3301 | 3x9½ | 11 | $10.00 |

One dozen in a case.

## Easy Tinker

Because of its low price and exceptional value this new number of the Tinkertoy family takes its place as an item for continuous year around sale. Children of kindergarten age and all the way up can build all of the action and still models shown on the comprehensive direction sheet and from these gather inspiration to construct forms from their own imagination. The parts are all standard with similar pieces in all Tinkertoy sets. Rods, spools and other wood parts are made of smoothly turned New England white birch.

| Stock No. | Can Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3297 | 2½x8 | 5½ | $5.35 |

Two dozen in a case.

## The Tuffy Tumbler

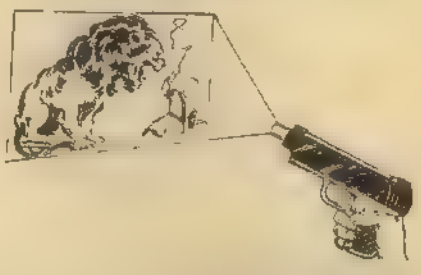
An action pull toy sturdily built of steel and aluminum. An oval shaped rattle that rolls and tumbles when placed in the pull tray. Alone, doubles as a bath tub floater.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2002 | 15 | 8 | $13.35 |

One in a box.

# Stephens Products Co.

## Auto-Magic Picture Gun

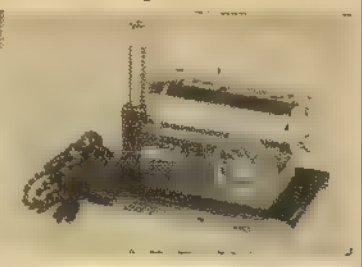


With just a click of the trigger this toy shows actual movies at home. Projects pictures on wall, ceiling, or floor. Gun with 4 films and 2 batteries in attractive box.

| Stock No. | lb Doz. | Cat. List DOZEN |
|---|---|---|
| 4H 1295 | 18 | $39.00 |

# Weeden

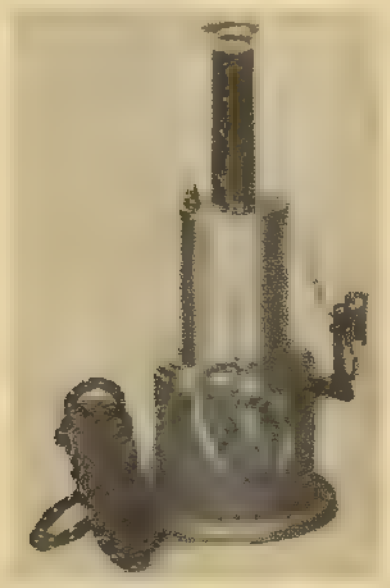
## Electric Steam Engine



Sturdy construction (horizontal), precision built. Heavy balance wheel is nickel plated. Boiler and steam whistle of rust-proof solid brass. Nickel plated to mirror-like finish. Accurate glass water gauges with nickel plated brass socks. Porcelain heating unit. Complete with six foot electric cord. Universal for A.C. or D.C. current. Escape valve and cylinder spring, double safety features. Listed by Underwriters' Laboratories Re-Examination Service.

| Stock No. | Mfr's. No. | Ht. In. | Base In. | lb Ea. | Cat. List EACH |
|---|---|---|---|---|---|
| 4H 3957 | 43 | 8½ | 10x6½ | 3 | $9.70 |

## Electric Steam Engine



Large and practical (upright). Sturdily built. Heavy balance wheel. Boiler and steam whistle of rust proof solid brass. Porcelain heating unit. Firebox of heavy gauge steel. Complete with six foot electric cord and plug. Escape valve and cylinder spring safety features. Universal for A.C. or D.C. current. Listed by Underwriters' Laboratories Re-Examination Service.

| Stock No. | Mfr's No. | Ht. In. | Base Dia. In. | lb Ea. | Cat. List EACH |
|---|---|---|---|---|---|
| 4H 3958 | 42 | 10½ | 4½ | 2 | $7.15 |

## Steam Engine

Sturdily built (upright). Big balance wheel. Boiler and steam whistle of rust-proof solid brass. Firebox of heavy gauge steel. Complete with ample fuel can. Escape valve and cylinder spring. Double safety features. Listed by Underwriters' Laboratories Re-Examination Service.

| Stock No. | Mfr's. No. | Ht. In. | Base Dia. In. | lb Ea. | Cat. List EACH |
|---|---|---|---|---|---|
| 4H 3955 | 41 | 10½ | 4½ | 2 | $5.60 |

# Telephone & Telegraph Sets

## Desk Phone Set

Complete telephones, latest modern design. Operate on flashlight batteries. Mechanism fully concealed. Attractively boxed in sets of 2 with 50 feet of wire [illegible].

| Stock No. | Mfr's No. | lb Doz. Sets | Cat. List DOZ. SETS |
|---|---|---|---|
| 4H 3004 | 211 | 45 | $80.30 |

## Wall Phone

Operates on dry cell batteries. Contents: 2 complete telephones made of heavy gauge steel. Complete with 50 feet of wire.

| Stock No. | Mfr's. No. | lb Doz. Sets | Cat. List DOZ. SETS |
|---|---|---|---|
| 4H 3003 | 150 | 26 | $46.75 |

One dozen sets in a carton.

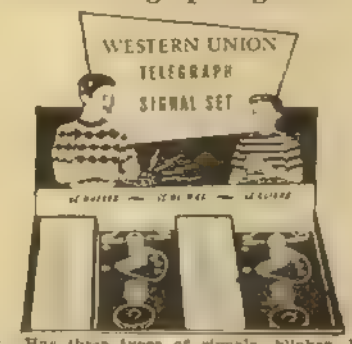
## De Luxe Signal Set

Complete with 2 signal sets, each wired for sending and receiving, four Eveready batteries, 50 feet of wire and instructions.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 3002 | 200 | 13x9 | 28 | $34.50 |

One dozen in a carton.

## Radio Telegraph Signal Set




Double set. Has three types of signals—blinker, buzzer, sounder. Messages can be sent or received with this set. Metal case. Miniature Western Union blanks included.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 3001 | 165 | 11x4 | 12½ | $20.20 |

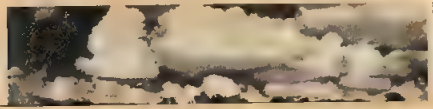
Two dozen in a carton.

## Radio Telegraph Signal Set

Has three types of signals — blinker, buzzer, sounder. Operator can send or receive messages when using two signal sets. Metal case.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 3000 | 164 | 5½x3¾ | 6 | $10.85 |

Four dozen in a carton.



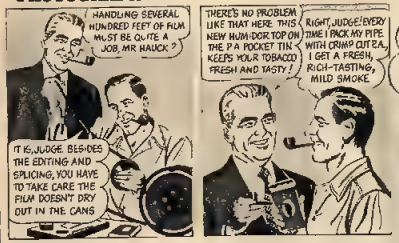
**ALL OF US**

some of the tenements where people live, dark, noisy, and noisome flats. You would be interested to see the endless miles of streets where houses without yards, or with only postage stamp

# Judge Robbins' HOBBY HUNT

**Judge Robbins visits two hobbyists who find greater smoking pleasure in crimp cut Prince Albert—America's largest-selling smoking tobacco.**

## PHOTOGRAPHER


HANDLING SEVERAL HUNDRED FEET OF FILM MUST BE QUITE A JOB, MR HAUCK?
IT IS, JUDGE. BESIDES THE EDITING AND SPLICING, YOU HAVE TO TAKE CARE THE FILM DOESN'T DRY OUT IN THE CANS
THERE'S NO PROBLEM LIKE THAT HERE. THIS NEW HUMIDOR TOP ON THE P.A. POCKET TIN KEEPS YOUR TOBACCO FRESH AND TASTY!
RIGHT, JUDGE! EVERY TIME I PACK MY PIPE WITH CRIMP CUT P.A., I GET A FRESH, RICH-TASTING, MILD SMOKE.
WITH PA'S NEW HUMIDOR TOP POCKET TIN, I FIND THE LAST PIPEFUL OF PA IS AS RICH-TASTING AND COOL SMOKING AS THE FIRST!
Carl Hauck

Prince Albert's choice, crimp cut tobacco is specially treated to insure against tongue bite. P. A. packs right and smokes right for more pipe comfort.

R. J. Reynolds Tobacco Company Winston-Salem, N. C.

THE NEW HUMIDOR TOP LOCKS OUT THE AIR—LOCKS IN THE FRESHNESS AND FLAVOR

MORE MEN SMOKE

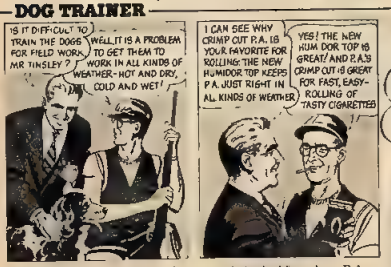
# PRINCE ALBERT

THAN ANY OTHER TOBACCO

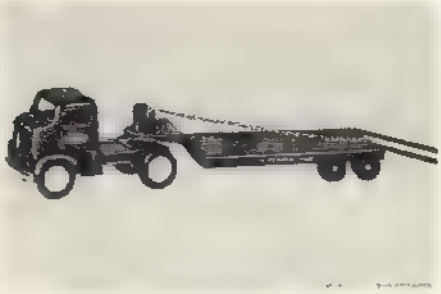
★ THE NATIONAL JOY SMOKE ★

★ Tune in "Grand Ole Opry," Saturday Nights on NBC

## DOG TRAINER


IS IT DIFFICULT TO TRAIN THE DOGS FOR FIELD WORK, MR TINSLEY?
WELL, IT IS A PROBLEM TO GET THEM TO WORK IN ALL KINDS OF WEATHER—HOT AND DRY, COLD AND WET!
I CAN SEE WHY CRIMP CUT P.A. IS YOUR FAVORITE FOR ROLLING! THE NEW HUMIDOR TOP KEEPS P.A. JUST RIGHT IN ALL KINDS OF WEATHER.
YES! THE NEW HUM-DOR TOP IS GREAT AND P.A.'S CRIMP CUT IS GREAT FOR FAST, EASY-ROLLING OF TASTY CIGARETTES!
THAT NEW HUMIDOR TOP KEEPS EASY-TO-ROLL, CRIMP CUT PRINCE ALBERT RICH-TASTING AND FRESH DOWN TO THE BOTTOM OF THE TIN
Eric Tinsley

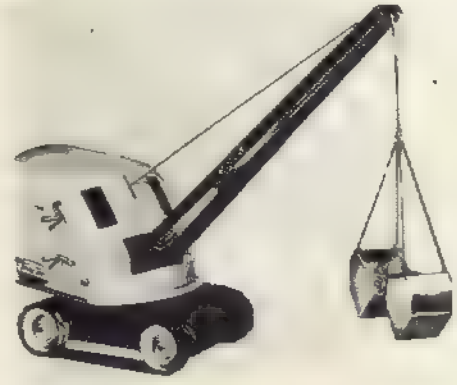
Crimp Cut Prince Albert is a favorite with 'makin's' smokers P.A. rolls up fast and shapes up easy into rich-tasting, full-bodied cigarettes.



No 130 Tractor Carry-All

No. 140 Transport Van

No. 120 Truck and Steam Shovel



No. 150 Crane and Clam

MOUND METALCRAFT INC.

## TRUCKS—TONKA TOY

| | | |
|---|---|---|
| No. 50 Steam Shovel. Rubber Wheels | Doz. | $32.00 |
| No. 100 Deluxe Steam Shovel. Rubber Tractor Treads | Doz. | $48.00 |
| No. 120 Carry All Truck and Steam Shovel | Doz. | $80.00 |
| No. 125 Carry All Truck and Deluxe Steam Shovel | Doz. | $96.00 |
| No. 130 Tractor and Carry All Trailer | Doz. | $48.00 |
| No. 140 Tonka Toy Transport Van | Doz. | $80.00 |
| No. 150 Crane and Clam | Doz. | $56.00 |
| No. 170 Carry All Truck and Clam | Doz. | $104.00 |
| No. 180 Dump Truck | Doz. | $40.00 |
| No. 190 Loading Tractor | Doz. | $24.00 |
| No. 200 Power Lift Truck | Doz. | $32.00 |
| No. 250 Wrecker Truck | Doz. | $40.00 |

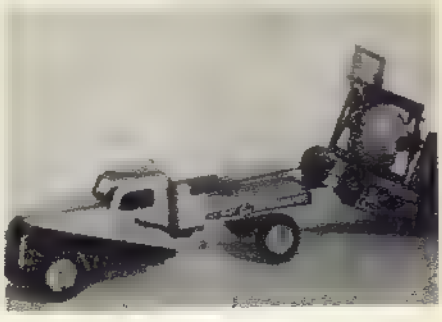
BUDDY L SALES CO.

## TRUCKS

| | | |
|---|---|---|
| No. 312 Sand and Gravel Dump Truck | Doz. | $18.00 |
| No. 313 Fast Delivery Pick-Up Truck | Doz. | $18.00 |
| No. 412 Fast Freight Trailer Truck | Doz. | $32.00 |
| No. 413 Van Freight Carriers Trailer | Doz. | $32.00 |
| No. 647 Towing Service Wrecker Truck | Doz. | $48.00 |
| No. 702 Sand and Gravel Rider Dump Truck | Doz. | $84.00 |
| No. 809 Coal and Coke Rider Dump Truck | Doz. | $96.00 |
| No. 853 Rider City Special Delivery Truck | Doz. | $96.00 |
| No. 818 Rider Van Lines Trailer Truck | Each | $12.00 |
| No. 822 Maintenance Truck and Concrete Mixer | Each | $14.80 |
| No. 817 Freight Truck with Hydraulic Lift | Each | $17.50 |
| No. 915 Hose and Water Pumper with Siren | Each | $24.00 |
| No. 902 Hydraulic Rider Dumper Truck | Each | $17.50 |
| No. 811 Fire Truck and Siren | Doz. | $104.00 |
| No. 830 Electro Magnetic Crane | Doz. | $96.00 |
| No. 801 Excavator | Doz. | $48.00 |
| No. 744 Steam Shovel | Doz. | $84.00 |
| No. 603 Four Engine Transport Plane | Doz. | $45.60 |

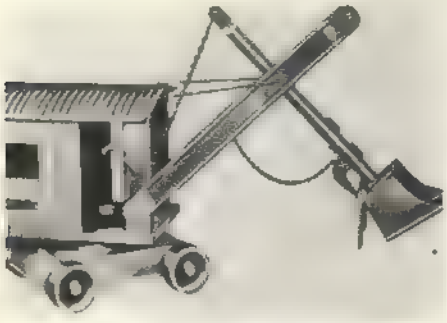
No. 312 Sand and Gravel Dump
No. 313 Pick-up

No. 412 Freight Trailer
No. 413 Van Trailer

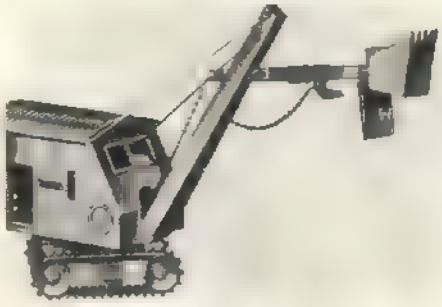


No. 822 Maintenance Truck and Mixer

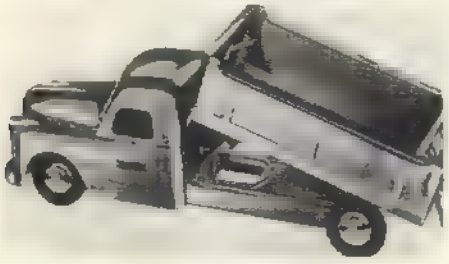
No. 902 Pull-N-Ride Truck



No. 100 Steam Shovel



No 105 Steam Shovel



No. 200 Dump Truck

No. 250 Fire Truck

No. 402 Truck and Steam Shovel

No. 500 Utility Truck

STRUCTO MFG. CO.

## STRUCTO TOYS

**No. 100 Steam Shovel**.....**Doz. $32.00**
Crank controls the automatic unloading of shovel. Cab revolves.

**No. 105 Steam Shovel, Heavy Duty**.....**Doz. $40.80**
Crank controls automatic unloading of shovel, cab revolves and with rubber tractor treads.

**No. 200 Dump Truck**.....**Doz. $40.80**
Rubber wheels, body raises and unloads automatically. Hood raises to enable child to play with "Fireball" motor.

**No. 250 Fire Truck**.....**Doz. $52.00**
Rubber wheels, large bell which rings. Hood raises to enable child to play with "Fireball" motor. Three extension ladders.

**No. 402 Truck and Steam Shovel**. **Doz. $80.00**
Rubber wheels, removable loading skid. Crank and steel chain mechanism. Hood raises to enable child to play with "Fireball" motor.

**No. 500 Utility Truck**.....**Doz. $73.50**
Absolutely new. The first time this piece of equipment has ever been reproduced in miniature as a toy. Travel bucket is raised by turning crank.

HYDRA PRODUCTS, INC.

## HYDRA TRUCKS

**No. F101 Hydra Fire Engine**.....**Each $14.70**
Here is a Fire Engine the kid can ride. Looks like the real thing. Ladders go up automatically, just trip the switch and up she goes.

**No. W201 Hydra Heavy Duty Wrecker**.....**Each $13.30**
Zip! Off he goes to the "scene of the wreck." Crane operation is fast and positive. Will actually lift heavy loads.

**No. D301 Hydra Automatic Dump Truck**.....**Each $12.00**
Colorful, all-purpose hydraulic dump truck. Its striking lines, smooth, dependable action and many uses will appeal to every kid.

KEYSTONE MFG. CO.

## "RIDE-EM" STEEL TOYS

**No. 42 Dump Truck**.....**Each $12.00**
Equipped with adjustable handle bar steering control and removable seat. Lifting power of great strength.

**No. 47 Steam Shovel**.....**Each $8.80**
Has handle bar for steering control. The scoop bottom releases to dump and automatically closes when scoop is dropped.

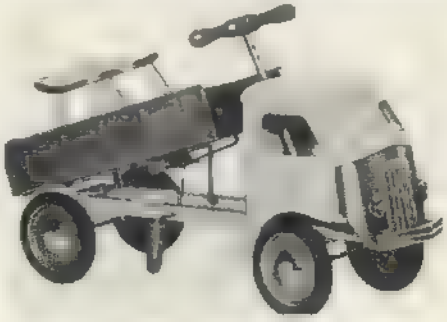
**No. 60 Steam Roller**.....**Each $9.00**
With handle bar in front so that the child can comfortably sit on roof and steer while riding. Has loud ringing brass bell.

LOUIS MARX & CO.

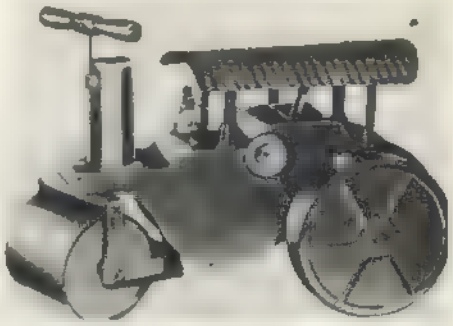
## STEEL TRUCKS

| | | |
|---|---|---|
| No. 830 | Delivery Truck..... Doz. | $16.00 |
| No. 695 | Dump Truck and Plow Doz. | $27.60 |
| No. 894 | Coal Dump Truck..... Doz. | $16.00 |
| No. 1072 | Delivery Truck with lights..... Doz. | $27.60 |
| No. 1091 | Pick-Up Truck with lights..... Doz. | $36.00 |
| No. 990 | Coca Cola Truck..... Doz. | $27.60 |
| No. 983 | Dump Truck..... Doz. | $32.00 |
| No. 3084 | "Ride-Em" Truck..... Doz. | $72.00 |
| No. 3299 | "Ride-Em" Fire Truck Doz. | $112.00 |
| No. 705 | Express Truck..... Doz. | $18.00 |
| No. 79 | Sanitation Truck..... Doz. | $21.60 |
| No. 1389 | Plastic Fire Truck with Siren..... Doz. | $28.80 |

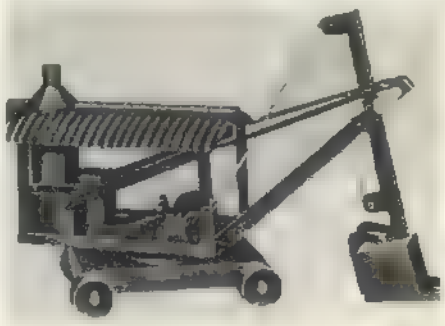
No. D301 Dump Truck



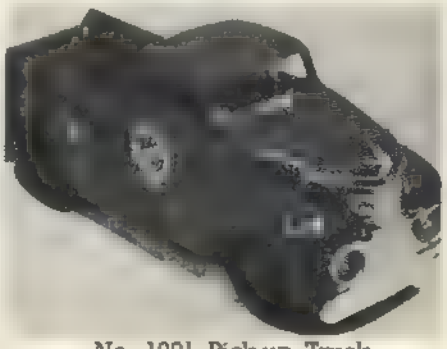
No. 42 Dump Truck



No. 60 Steam Roller



No. 47 Steam Shovel



No. 1091 Pick-up Truck

# Tootsietoy ... always a step ahead!

Newest TOOTSIETOY triumph is this realistic, color-bright, true-scale model of a modern auto transport—exclusive "Rol-Ezy" construction—complete with four streamlined automobiles. Rubber tires, rugged all-metal durability. No. 207, 89¢ retail. Dowst Mfg. Co., Chicago 24.

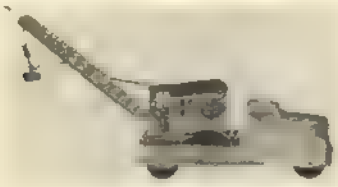
Tootsietoys

ALWAYS LOOK FOR THE NAME ON EVERY TOY

THE ORIGINAL DIE-CAST ALL-METAL TOYS

# TOYS

## MAGNETIC CRANE TRUCK
**Marx**



Measures 24" long overall, 13½" high to top of boom, 4¾" wide. Boom is 14¼" long.

Mobile crane mounted on truck. Battery operated magnetic pick-up attached to die-cast lifting hook. Picks up heavy metal objects. Control cab and boom revolves. Has ratchet crank with release lever for raising or lowering loads. Husky heavy gauge construction. Baked enamel finish in bright colors. Battery, housing, and switch contained in cab. (Battery not included).

**No. 975** ..... Per dozen $42.00

One in a Box, Half Dozen in a Carton

## TRUCK AND STEAM SHOVEL
**Marx**

Measures 19" long, 5" wide, 5¾" high.

Steam shovel measures 12½" long overall, 8" high.

2-piece shovel. Rugged all steel construction. Orchid baked enamel. Steam shovel has bright decals on side.

Platform-type truck is equipped with detachable loading ramp. Equipped with ratchet winch, line and hook. Truck has shiny grille radiator, bumper and dummy headlights.

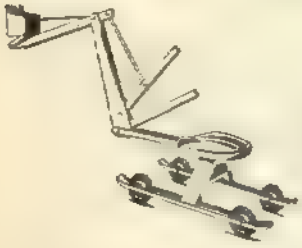
Mobile steam shovel with boom and scoop bucket easily operated by means of crank with ratchet noise. Mounted on swivel—turns in all directions.

The two units of this outfit may be used separately, thereby giving this item double play value.

**No. 898** ..... Per dozen sets $54.00

One Set in a Box, Half Dozen in a Carton

## EXCAVATOR
**Buddy-L Junior**

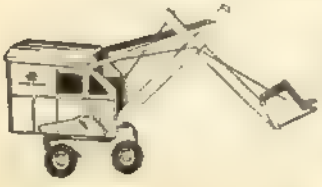


Attractive baked enamel colors. Leatherette-covered saddle seat. Two control levers. Swivel action seat and boom. Rubber wheels added for additional play value. Length 28", boom extended 38", width 10", height 17".

**No. 601.** ..... Per dozen $36.00

One in a Box

## STEAM SHOVEL
**Buddy-L**



Construction of heavy gauge steel, fitted and built to look exactly like the big ones. Actually digs, swings and dumps. Finished in baked enamel.

Length (bucket down) 17 in., width 7¾ in., height (bucket up) 13¼ in.

**No. 744** ..... Per dozen $48.00

One in a Carton

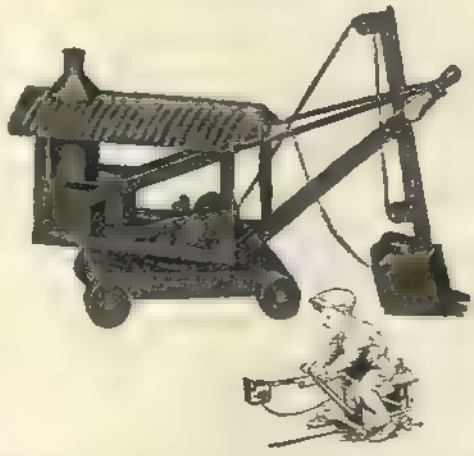
## STEAM SHOVEL
**Wyandotte**

Made of heavy gauge steel. 18" long-8½" high-4¾" wide. Actually works—plenty of action. Baked enamel finish—assorted colors. Completely assembled. Individually boxed.

**No. 396** Per dozen $24.00

One Dozen in a Container

## RIDE-EM STEAM SHOVEL
**Keystone**

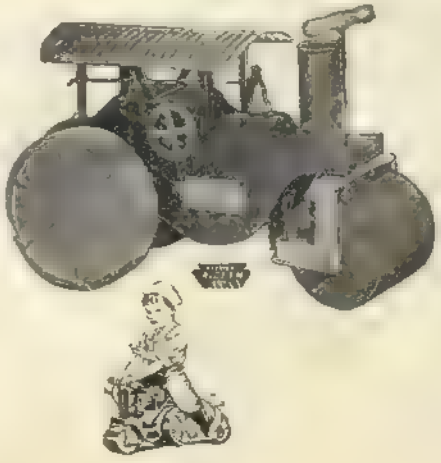


With handle bar for steering control. When scoop is raised the arm can be extended an additional 8½ in. A trap door on the scoop automatically locks when the scoop drops to its original position. Housing turns round on turn table. Equipped with automatic ratchet stop, springs, etc. Length 35½ in. when arm is extended, length 20¾ in. when the arm is down, height 14¼ in. when arm is down.

**No. 47** Steam Shovel..... Each $6.25

One in a Box

## RIDE-EM STEAM ROLLERS
**Keystone**



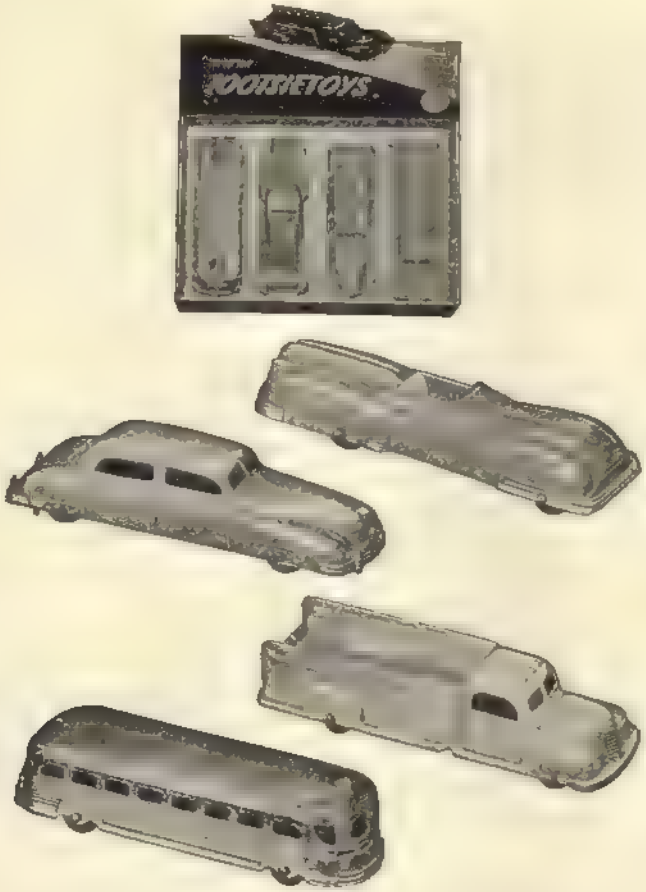
With handle bar in front so that the child can comfortably sit on roof and steer while riding. Extra heavy roller and well-proportioned wheels. Has loud ringing brass bell. This steam roller will stand a weight of about 150 pounds.

**No. 60**—Steam Roller ..... Each $7.00

One in a Box.

## TOYS

### TOOTSIETOY JUMBO SET
Dowst

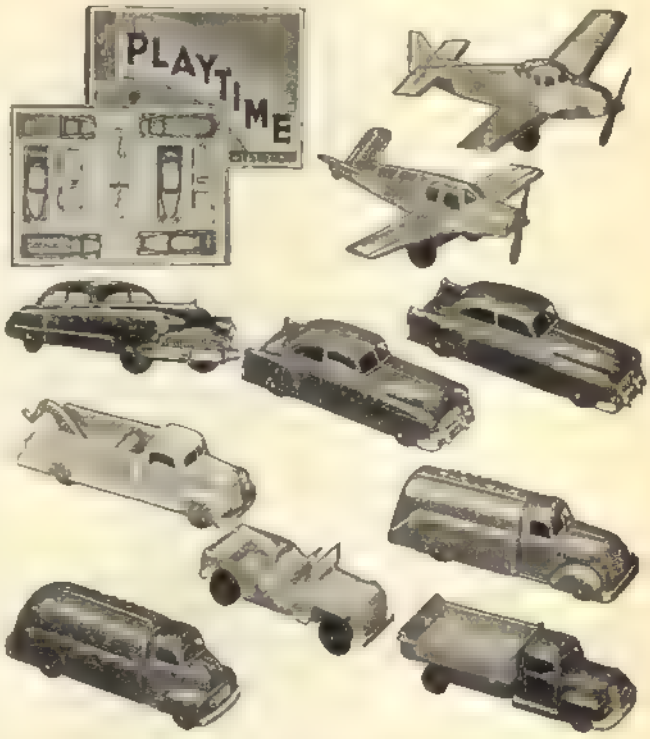



A superb set of jumbo models, exact in every detail
**No. 4700** ..... Per dozen sets $14 40
Four Dozen Sets in a Carton

### TOOTSIETOY MOTOR SET

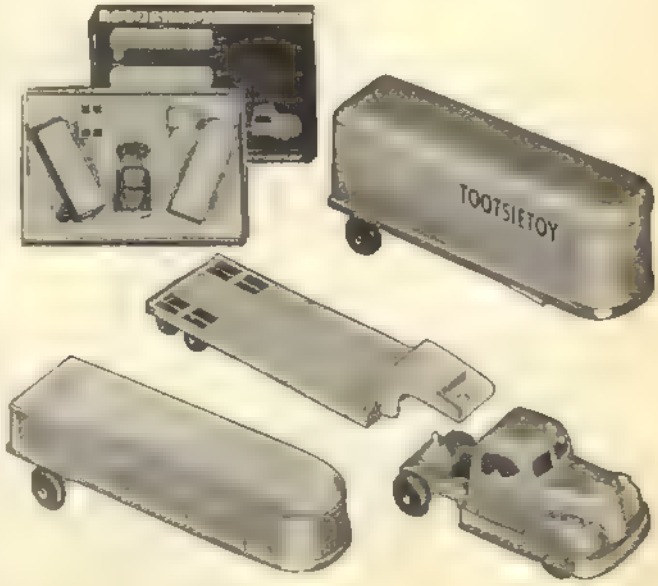
A most desired set of seven up-to-the minute cars and trucks.
**No. 7049**.....Per dozen sets $18.00
Three Dozen Sets in a Carton

### TOOTSIETOY PLAYTIME SET
Dowst




A sparkling array of beautiful models, eight jumbo size cars and trucks with two airplanes
**No. 8000** ..... Per dozen sets $33 60
Two Dozen Sets in a Carton

### INTERCHANGEABLE TRUCK SET




Hours of fun—changing the tractor cab to the shipping van, the utility truck, etc
**No. 4900** ..... Per dozen sets $15 00
One Set in a Box, Three Dozen in a Carton

This interchangeable truck-and-trailer set (No. 4900) is just one of TOOTSIETOY's many packaged units—fast-moving numbers that bring high profit per sale.

# We couldn't get 'em all on this page

The space isn't big enough for the entire 1949 line of realistic, bright-with-color TOOTSIETOY models—with their rugged all-metal construction, exclusive "Rol-Ezy" wheel assembly and real rubber tires. But your jobber has them, and now's the time to see him about your requirements for fall. All year 'round there's steady profit in TOOTSIETOYS. Their eye-catching good looks and *greater play value* have made them young America's favorites for half a century! Dowst Mfg. Co., Chicago 24

**THE ORIGINAL DIE-CAST ALL-METAL TOYS**

# Tootsietoy

## Airplane Assortment

One Army and three civilian planes. Planes are Navion; P-80 Shooting Star; Piper Cub, Sky Sedan; Beechcraft Bonanza. Silver and red finish. Three of each kind to box of one dozen

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3393 | 1200 | 1½ | $2.10 |

Twenty-four dozen in a carton.

## Midget Racer

Here is a miniature of one of today's greatest sports. Length 3⅛ inches, width 1⅝ inches, with "Rol-Easy" rubber wheels. One dozen assorted colors to a box.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3394 | 1152 | 1½ | $2.15 |

Twenty-four dozen in a carton.

## Motor Set

A seven model set, beautifully colored, which offers a large variety of models.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3388 | 7049 | 15 | $20.80 |

Three dozen in a carton.

## Interchangeable Truck Set

Change the tractor cab to the shipping van, utility truck or heavy machinery hauler. "Rol-Easy" rubber wheels on all units. Packed in lithographed box.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3386 | 4900 | 5½ | $16.55 |

Three dozen in a carton

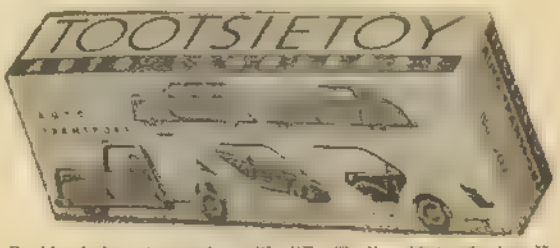
## Oil Truck Assortment

Contains four nationally known oil trucks, each in their own color 8 inches long with "Rol-Easy" wheels. Three of each to a box of one dozen

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3387 | 2029 | 5¾ | $4.10 |

Twelve dozen in a carton.

## Auto Transport

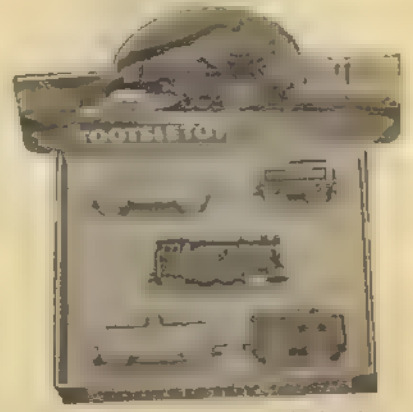



Double deck auto carrier with "Rol-Easy" rubber wheels. Has a four cars ready to unload and drive away. Packed in colorful box

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3395 | 207 | 8 | $12.50 |

Six dozen in a carton.

## Fast Freight



Real freight of five pieces: locomotive, tender, box car, oil tank car, caboose. Packed one set in colorful box

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3389 | 186 | 5½ | $8.35 |

Six dozen in a carton

## Courtland

### Fast Freight Miniature Mechanical Train Set

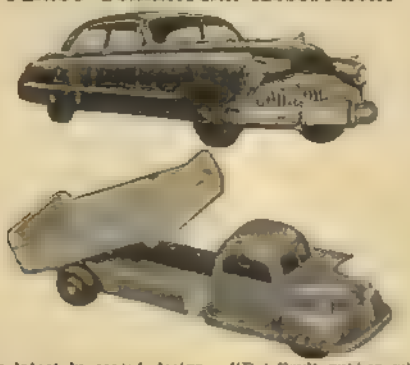
The engine draws a string of cars in a circular path for a distance of about 40 feet. This train will run over any smooth surface using a minimum amount of playing space. Set includes, locomotive, tender, flat car, caboose, station and load of logs. Packed one set in a display box.

| Stock No. | Mfr's. No. | Cat. List DOZEN |
|---|---|---|
| 4H 3622 | 390 | $13.20 |

Six dozen in a carton.

## Tootsietoy

### Jumbo Commercial Assortment

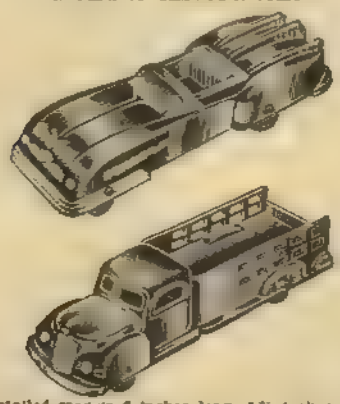


The very latest in scaled design. "Rol Exy" rubber wheels. Each model is 6 inches long, 1⅝ inches wide and 1¼ inches high. Three of each to box of one dozen. Four different models.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3392 | 4829 | 3½ | $4.10 |

Twelve dozen in a carton

### DeLuxe Assortment



Perfectly detailed models 6 inches long, 1⅝ inches wide, 1¼ inches high. Assorted brilliant colors, silver trim. Three of each to box of one dozen. Four different models.

| Stock No. | Mfr's. No | lb Doz | Cat. List DOZEN |
|---|---|---|---|
| 4H 3396 | 4730 | 3 | $4.10 |

Twelve dozen in a carton.

### Playtime DeLuxe Set

A ten model set all equipped with "Rol-Exy" wheels. Packed in a beautifully lithographed box.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3385 | 8000 | 35 | $37.00 |

Two dozen in a carton.

## Tootsietoy

### Hi-Way Set

Large model of each toy, exact in every detail. This set offers the maximum in play value.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3382 | 4700 | 12½ | $17.00 |

Three dozen in a carton

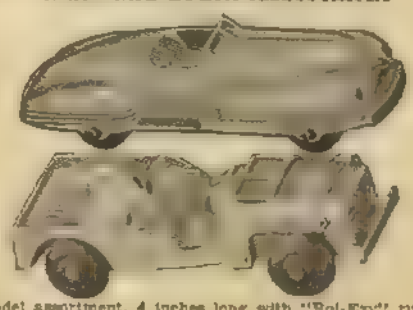
### Car and Truck Assortment

Ten different models, all 3¼ inch long, with "Rol-Exy" rubber wheels, assorted colors. Packed three of each kind in box of two dozen

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3390 | 529 | 11 | $1.10 |

Twenty-four dozen in a carton.

### Auto and Truck Assortment



Six model assortment, 4 inches long with "Rol-Exy" rubber wheels. Packed two of each kind to box of one dozen.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 3398 | 4615 | 2 | $2.75 |

Twenty-four dozen in a carton.

# *Winsome Girl and Baby Dolls*

**A** "Training" Baby with Potty. Feed her, then put her on her training potty. She's the only Baby Doll constructed to retain liquid until placed in sitting position. Molded rubber body with jointed arms and legs. Turning plastic head. Glassene sleeping eyes; real lashes. Cry voice. Dressed in knit shirt and training pants. Included are dress, bonnet, slip, diaper, bootees, nursing bottle, sponge, plastic potty. All in hinged case. Ship. wts. 5, 4 lbs.

48 T 4019—16-in. Doll Outfit . . 9.59

48 T 4004—12-in. Doll Outfit. . . 7.69

**B** Topsy Doll. In cotton dress, diaper, bootees. White bib. Composition; jointed arms and legs.

48 T 3905—10 in. tall. Wt. 12 oz 79c

**C** Baby Doll. In cotton dress, matching bonnet. Diaper. Composition; jointed arms and legs.

48 T 3917—10 in. tall. Wt. 12 oz. 79c

**D** Girl Doll with Mohair Wig. All composition; jointed arms and legs; turning head. Glassene sleeping eyes; real lashes. Organdy dress, bonnet. Undies, socks, shoes.

48 T 3814—15 in tall. Wt. 2 lbs 2.45

**E** Soft Baby with Cry Voice. Composition arms, legs, turning head. Sleeping eyes, real lashes. Cotton stuffed body. Organdy dress, bonnet. Knit panties, socks, shoes.

48 T 3918—15 in. tall. Wt. 2 lbs. 1.85

**F** All Latex Rubber Baby Doll in Wool Sweater Outfit. Foam rubber stuffing gives feeling of real flesh. Squeeze her and she cries. Plastic head turns. Glassene sleeping eyes; real lashes. Organdy dress, 100% wool sweater and hood, cotton slip, diaper, socks and shoes.

48 T 3807-18½ in. tall. Wt. 4 lbs. 6.69

48 T 3921-15 in. tall. Wt. 3 lbs. 4.75

48 T 3920-12 in. tall. Wt. 2 lbs. 3.75

**G** Toddler in Coat. All composition; jointed arms and legs . . . stands alone. Painted hair and features. Cotton print dress and panty. Red duvetyn coat, bonnet. White socks, red shoes. Wt. 1 lb. 4 oz.

48 T 3927—About 12 in. tall . 1.25

**H** 7-in. Plastic Girl Doll with movable head, arms. Fun to dress. Mohair wig. Painted features. Stands alone. Ship. wt. 8 oz.

48 W 3806—3 for 1.29 Each 47c

**J** 18-in. Plastic Girl Doll in slip and panty. Use as basic pattern for making other clothes. Lots of fun for little designers to dress. Turning head, mohair wig, glassene sleeping eyes. Shoes and socks.

48 T 3825—Ship. wt. 1 lb. 12 oz. 4.75

14-in. Plastic Girl Doll in panty. Like (J) but smaller, without slip.

48 T 3824—Ship. wt. 1 lb. 4 oz 3.29

# *Doll Furniture...Like a Child's Own*

**A** COLONIAL DOUBLE BUNK BEDS . . . convert to twin beds. Clear Natural Finish on smooth hardwood. Wood slats under cardboard form bunk bottoms. Mattresses not incl. Partly assembled. 24x14x19 in. high.
48 T 4465 M—Ship. wt. 8 lbs. 6 oz. *Mailable*. . . . $3.69

**B** METAL DOLL BED WITH VINYLITE MATTRESS. Strong stamped steel in blue enamel finish. Roller casters. Wire bed "spring." Printed Vinylite (plastic) mattress inflates easily . . . tuck-in valve. Shipped partly assembled. Size: 19⅛x10¾x9¼ in. high.
48 T 4484—Bed and Mattress. Ship. wt. 3 lbs . $2.69
48 T 4451—Bed only. Ship. wt. 2 lbs. 12 oz. . . . . 1.85

**C** DOLL-E-BATH. Waterproofed pink-and-blue fabric tub, holds water. Drain hose, clamp. Top slides down in back. Strap to hold "baby." 3 pockets on top apron, 2 on front. Folding steel frame, ivory color. Bottle, washcloth, soap incl. Larger bath, Page 110.
48 T 4462 M—18x12¾x21⅜ in. high. Wt. 4 lbs . $2.75

**D** **E** COMFORTER, PILLOW AND MATTRESS of quilted Pink Vinylite (plastic). Clean with damp cloth. Fit cribs and cradles on this page except (B).

(D) COMFORTER-PILLOW SET. Comforter 23½x15 in. With white plastic ruffles. Pillow 5x7 in. Cotton filled
48 T 4466—Ship. wt. 12 oz. . . . . .95c

(E) MATTRESS. About 1 in. thick. 12x23 in. long.
48 T 4467—With cotton filling. Ship. wt. 1 lb. . . .95c

**F** **G** DOLL'S HIGH CHAIRS. Blue and ivory baked enameled steel. Swing-trays, rubber tip legs.

(F) LARGE CHAIR for dolls over 12 in. *Mailable*.
48 T 4478 M—23½ in. high. Ship. wt. 8 lbs. . . . . $3.59

(G) HIGH CHAIR for dolls up to 14 inches.
48 T 4479—18½ in. high. Ship. wt. 2 lbs. 4 oz . . $1.39

**H** HARDWOOD COLONIAL CRADLE—fine quality; authentic period styling. Smoothly sanded with clear varnish finish. Wood slat bottom covered with decorated cardboard. Mattress not included—see (E). Shipped partly assembled, easily completed. Takes doll up to 23 in. tall. Size: 24¼x21¼17¼ in. high.
48 T 4468 M—Ship. wt. 8 lbs. *Mailable* . $3.89

**J** HARDWOOD CRADLE. Well made yet inexpensive. Maple finish. Decorated head and foot panels. Partly assembled, easily completed. Wood slat bottom. Mattress not included—see (E). For dolls up to 23 inches tall. Size: 25½x16⅞x19 in. high
48 T 4470 M—Ship. wt. 6 lbs. *Mailable* . . . . . $2.89

**K** DROP-SIDE DOLL BASSINETTE. All hardwood with plywood panel ends. Early American Maple finish. Colorful decorations. Drop side. Wood slat bottom. Easy rolling casters. Mattress not included, See (E). Shipped partly assembled. For dolls to 23 inches. Size: 25¼x14⅜x20½ in. high.
48 T 4453 M—Ship. wt. 7 lbs. 12 oz. *Mailable* . $3.65

# Winsome Girl and Baby Dolls

A "TRAINING" BABY WITH POTTY. Feed her, then put her on her training potty. She's the only Baby Doll constructed to retain liquid until placed in sitting position. Molded rubber body with jointed arms and legs. Turning plastic head. Glassene sleeping eyes; real lashes. Cry voice. Dressed in knit shirt and training pants. Included are dress, bonnet, slip, diaper, bootees, nursing bottle, sponge, plastic potty. All in hinged case. Ship. wts. 5, 4 lbs.

48 T 4019—16-in. Doll Outfit . . .9.59

48 T 4004—12-in. Doll Outfit . . .7.69

B TOPSY DOLL. In cotton dress, diaper, bootees. White bib. Composition; jointed arms and legs

48 T 3805—10 in. tall. Wt. 12 oz. .79c

C BABY DOLL. In cotton dress, matching bonnet. Diaper. Composition, jointed arms and legs.

48 T 3917—10 in. tall. Wt. 12 oz. .79c

D GIRL DOLL WITH MOHAIR WIG. All composition; jointed arms and legs; turning head. Glassene sleeping eyes; real lashes. Organdy dress, bonnet. Undies, socks, shoes.

48 T 3814—15 in tall. Wt. 2 lbs . 2.45

E SOFT BABY WITH CRY VOICE. Composition arms, legs, turning head. Sleeping eyes; real lashes. Cotton stuffed body. Organdy dress, bonnet. Knit panties, socks, shoes.

48 T 3918—15 in. tall. Wt. 2 lbs 1.85

F ALL LATEX RUBBER BABY DOLL IN WOOL SWEATER OUTFIT. Foam rubber stuffing gives feeling of real flesh. Squeeze her and she cries. Plastic head turns. Glassene sleeping eyes; real lashes. Organdy dress, 100% wool sweater and hood, cotton slip, diaper; socks and shoes.

48 T 3907- 18½ in. tall. Wt. 4 lbs.6.69

48 T 3921–15 in. tall. Wt. 3 lbs.4.75

48 T 3920–12 in. tall. Wt. 2 lbs.3.75

G TODDLER IN COAT. All composition, jointed arms and legs . . . stands alone. Painted hair and features. Cotton print dress and panty. Red duvetyn coat, bonnet. White socks, red shoes. Wt. 1 lb. 4 oz.

48 T 3927—About 12 in. tall . . 1.25

H 7-IN. PLASTIC GIRL DOLL with movable head, arms. Fun to dress. Mohair wig. Painted features. Stands alone, Ship. wt. 8 oz.

48 W 3806—3 for 1.29 Each 47c

J 18-IN PLASTIC GIRL DOLL in slip and panty. Use as basic pattern for making other clothes. Lots of fun for little designers to dress. Turning head; mohair wig; glassene sleeping eyes. Shoes and socks.

48 T 3825—Ship. wt. 1 lb. 12 oz.4.75

14-IN. PLASTIC GIRL DOLL in panty. Like (J) but smaller, without slip.

48 T 3824—Ship. wt. 1 lb. 4 oz. 3.29

# More Popular Than Ever!

## TWO REAL PROFIT GETTERS

*Heavy Gauge Steel*
*All Welded Construction*

ANOTHER Richmond SCALE MODEL TOY

Length 12", width 6", height 4¾". Individually packed twelve to master carton. Colors: red, blue, green.

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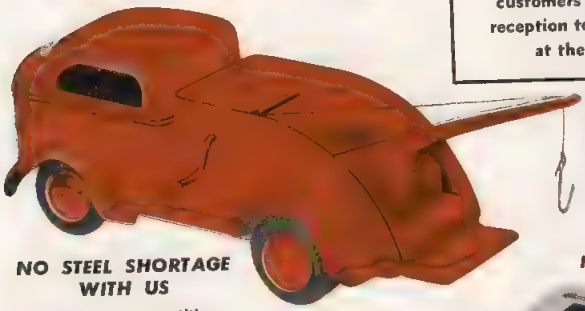
*A New Reduced*
*Price Schedule*

Thanks to our many customers and prospective customers for their fine reception to our products at the Toy Fair



Length 13", width 6", height 4¾". Individually packed twelve to master carton. Colors: red, blue and green.

**NO STEEL SHORTAGE WITH US**

Buy only minimum quantities now if you like, reorder later with assurance of deliveries. Minimum quantity forty-eight total of either or both model. Send your order today or write for new price schedule.

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# TOY MODELS

## BRITAINS LIMITED

### FARM SETS

Farmyard display of stable boy, calf, Berkshire pig, cob, collie dog and sheep. 7 pieces

**No 36-F** ..... Per dozen sets $15.00
One Set in a Box

Farmyard display containing pigs, turkey, angry gardner, goat, feeding horse and cob 7 pieces

**No. 123-F** .....Per dozen sets $15.00
One Set in a Box

Farmyard display containing cows feeding and walking, sheep feeding and walking, chickens, horse feeding 14 pieces

**No. 120-F** .....Per dozen sets $28.80
One Set in a Box

### COWBOYS

Medal cowboy set contains 6 cowboys standing, 2 in. high with green trousers and colored blouses, 1 mounted cowboy on horse, 2½ in. high 7 pieces

**No. 134-S** .....Per dozen sets $12.00
One Set in a Box, 15" Long

Four cowboys on horses in galloping position. Horses in assorted colors, cowboys dressed in colored chaps, assorted colored blouses and hats. All with movable arms, two with revolvers, 1 with rifle, 1 with lasso. 1 cowboy standing with lasso in similar outfit. 5 pieces

**No. 179** .....Per dozen sets $22.80
One Set in a Box, 18" Long

### INDIANS

Metal Indian set contains 6 standing Indians with guns and tomahawks, 2 in high. One Indian on horse with gun, 2½ in high. All in bright colors 7 pieces.

**No. 1358** ..... .....Per dozen sets $12 00
One Set in a Box, 15" Long

North American Indian set contains 4 Indians on galloping horses very highly colored, with moving arms, two with tomahawks, and two with revolvers. 4 pieces.

**No. 152** .....Per dozen sets $22 80
One Set in a Box, 18" Long

### SOLDIERS

Metal soldiers (Infantry) firing, standing, kneeling and lying, dressed in drab color 8 pieces.

**No. 1315** . ..Per dozen sets $12.00
One Set in a Box

### FOOT GUARDS

Foot Guards marching, one on horse back, red uniforms with black trousers and helmets with rifles 6 standing Guards, 2½ in. high, one guard on horse, 2¾ in high.

**No. 1378** .....Per dozen sets $12 00
One Set in a Box, 14½" Long

### LIFE GUARDS

The Life Guards (founded 1659). 5 pieces

**No 1** .....Per dozen sets $22.80
One Set in a Box

### COLDSTREAM GUARDS

Coldstream Guards with officer, Review order. 7 pieces

**No. 1515** .....Per dozen sets $22 80
One Set in a Box

### GRENADIER GUARDS

Grenadier Guards, firing, in three positions Standing, kneeling and lying. 7 pieces.

**No. 1283** ..... .....Per dozen sets $22.80
One Set in a Box

### HIGHLANDERS

Gordon Highlanders with Piper (slope arms) In bright colors. 6 pieces.

**No. 77** .....Per dozen sets $22 80
One Set in a Box

### LANCERS

The 16th/5th Lancers, formed in 1922, by amalgamation of the 16th, The Queen's Lancers, 1759/1922, and 5th Royal Irish Lancers, 1689/1922. 5 pieces

**No. 33** .....Per dozen sets $22.80
One Set in a Box

### CANADIAN POLICE

The Royal Canadian Mounted Police (mounted) in regulation summer dress, with officer. Moving arms carrying guns, 5 pieces

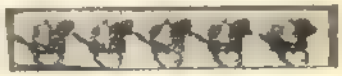
**No. 1349** .....Per dozen sets $22 80
One Set in a Box

### FOREIGN LEGION

The Foreign Legion. This famous unit of the French Army reproduced in full kit with mounted officer. 7 pieces

**No. 1711** .....Per dozen sets $22 80
One Set in a Box

### ARAB WARRIORS



Arabs on horses. 5 pieces.

**No. 164** .....Per dozen sets $22 80
One Set in a Box

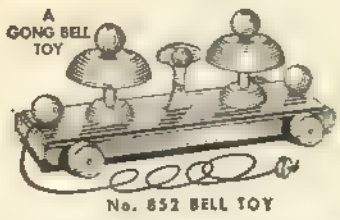
### JAPANESE FRICTION CAR

Friction car, sedan model in assorted colors, white tire wheels, open windows. With slightest push, auto will operate either forward or backward at command. 5 in. long

**No. 1** .....Per dozen $8 65
One Set in a Box

# TOYS

## METAL BELL TOY
Gong Bell

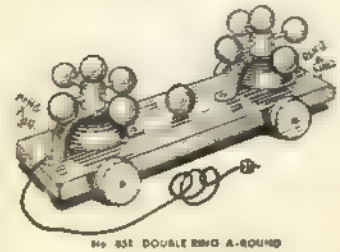


No. 852 BELL TOY

All steel platform enameled in bright color Two large plated steel gongs. Eight rainbow colored revolving balls. Color, action, sound Length 11¼", width 4½", height 5"

**No. 852** .....Per dozen $12.00
One in a Box, Three Dozen in a Carton

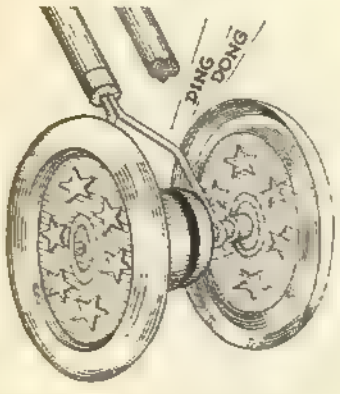
## DOUBLE RING-AROUND
Gong Bell


No. 851 DOUBLE RING A-ROUND

All steel platform enameled in bright color Two large plated steel gongs. Eight rainbow colored revolving balls Color, action, sound Length 13¾", width 4⅞", height 5⅝".

**No. 851** .....Per dozen $18.00
One in a Box, Two Dozen in a Carton

## METAL PUSH CHIMES
Gong Bell



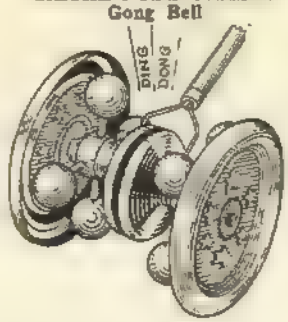

For little tots up to four years old
Gives confidence to little ones in taking their first steps

Heavy gauge enameled steel wheels and plated gongs Hardwood push handle 18½" long. Wheels 5¼" diameter.

Packed 4 pieces in box with handles

**No. 525** .....Per dozen $7.20
Three Dozen in a Carton

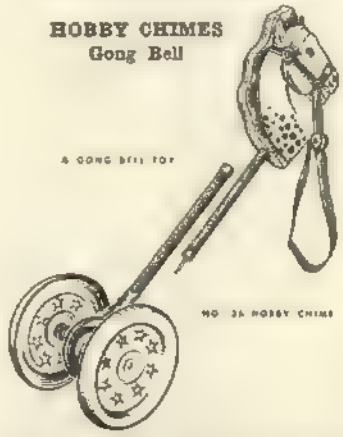
## METAL PUSH CHIMES
Gong Bell




For children up to 4 years old.
Heavy gauge enameled steel wheels and plated gongs. Eight attractive rainbow colored balls. Extra large gongs Hardwood push handle 18½" long. Wheels 5¼ in. diameter. Packed 4 pieces in box with handles

**No. 145** .....Per dozen $12.00
Three Dozen in a Carton

## HOBBY CHIMES
Gong Bell




Extra strong steel wheels and plated gongs Lithographed design on horse's head. Jingle bells on rein Length 28½", width 6¼", height 5¾"

**No 36** .....Per dozen $18.00
One in a Box, Two Dozen in a Carton

## RAINBOW HOBBY CHIMES
Gong Bell

The merrily ringing gongs, beautiful revolving rainbow colored wood balls, lithographed, all metal wheels and the handsome horse's head make this an outstanding toy Two pairs of chime gongs. Lithographed horse's head with reins and bell. Length 32 in., wheels 7 in in diameter

**No 819** .....Per dozen $27.00
One in a Box, 1½ Dozen in a Carton

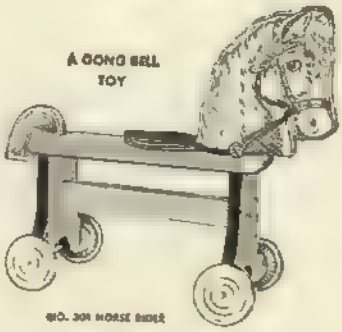
## ROCKING HORSE
Gong Bell

NO. 303 ROCKING HORSE

Steel and wood construction. Lithographed design on horse's head. Jingle bells on rein Long rockers, steel supports. Each in box K. D. easy assembly Length overall 28", width 13", height 17¾"

**No. 303** Per dozen $48.00
Six in a Carton

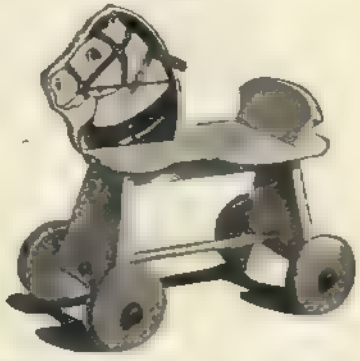
## HORSE RIDER
Gong Bell




Steel wheels extra strong. Steel plated gongs. Lithographed design on horse's head. Strong rounded edge seat. Strong wood legs For toddlers. Length overall 19¾", width 8½", height 16¾".

**No. 301** .....Per dozen $30.00
One Dozen in a Carton

## HOBBY HORSE
Rich



Size—20" long x 18" high x 9¼" wide
Sturdy wood horse on wheels. Heavy wood axle with 1⅛" thick wheels. Painted in ivory and pastel colors. Packed in heavy Kraft bags.

**No. 717** .....Per dozen $48.00
Three in a Carton

# The Market Place


**WIGGLY SNAKES**

(15 Inches Long)

with realistic wiggle, and firm flexibility, vividly and attractively painted. Retails from 10c to 25c. Immediate shipments.

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The A. C. Gilbert Co., New Haven, Conn.
Model-Craft, Inc., 521 W. Monroe St., Chicago 6, Ill.
Plastone, 207 E. 24th St., New York
Porter Chemical Co., Hagerstown, Md.
Rapaport Bros., Inc., 1846 S. Washtenaw Ave., Chicago, Ill

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Gallant Knight Co., 228 W. Kinzie St., Chicago, Ill
Halsam Products Co., 4134 Ravenswood Ave., Chicago 13, Ill.
E. S. Lowe Co., Inc., 27 W. 20th St., New York 11
Parker Brothers, Inc., Salem, Mass.
Pressman Toy Corp., 1107 Bway, New York 10.
Selchow & Righter Co., 200 Fifth Ave., New York 10.

CHILDREN'S TOILETRIES

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CHRISTMAS SNOW—See Snow (Artificial)

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B. Shackman & Co., 34th St. & Madison Ave., N. Y.
S. Thanhauser, 131 Market St., Philadelphia, Pa.

CHRISTMAS TREE AND HOLIDAY ORNAMENTS & DECORATIONS
(See also Icicles; Christmas Tree Ornaments—(glass)

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Criterion Bead & Novelty Corp., 39-08 24th St., Long Island City, N. Y.
Dolly Toy Co., Tipp City, Ohio.
Max Eckardt & Sons Co., 112 South Eutaw St., Baltimore, Md.
Bernard Funk, 200 Fifth Ave., New York 10.
Ideal Novelty & Toy Co., 200 Fifth Ave., New York 10
The Ohio Art Co., Bryan, Ohio.
B. Shackman & Co., 34th St. & Madison Ave., New York
B. Wilmsen, Inc., Jasper and Hagert Sts., Philadelphia 25, Pa.

CHRISTMAS TREE ORNAMENTS (Glass)

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SEE IT!
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- Red metal cylinder
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- Special Drum head inscriptions if desired
- Attractively trimmed with brightly colored bands, feathers and eyelets.

Year 'Round Sellers
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Also manufacturers of other
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13 UNIVERSITY PLACE, NEW YORK 3, N. Y.

## TOY ELECTRIC IRONS

### HUNTER'S DOLLY DELL

Uses real current. Distinctively designed in every detail to give children a toy electric iron that is just like mother's.

Heats to realistic warmth. Safety feature of element controls heat—cannot burn the child or clothing. "Canary Yellow" and "Atomic Red" "Lustre" enameled domes. Weight ¾ lbs.

**No. 14** . . . . . Per dozen $24.00

One in a Box, One Dozen in a Carton.

Micro-polished aluminum dome. Mirror-finished aluminum die cast base. Beautiful streamlined, durable phenolic plastic handle. Designed to stay cool—will resist tremendous heat. Phenolic plastic indicator button—simulates heat regulation. Heavy duty, asbestos, filled, underwriter-approved cord. Durable utility plug. Iron is underwriter-approved. Weight ¾ pound.

**No. 13** . . . . . Per dozen $30.00

One in a Box, One Dozen in a Carton

Beautiful streamlined, durable phenolic plastic handle. Micro-polished aluminum dome, mirror-finished aluminum die cast base. Heavy duty black and white rayon cord and plug. Attains temperature for light ironing such as silks, rayons, etc. For girls age 6 to 16 years.

**No. 15** . . . . . Per dozen $33.00

One in a Box, One Dozen in a Carton

## TOY IRONING TABLES

### AMERICAN

**Wood**

Beautifully and substantially made from selected wood. Sturdy three legged ironing board with metal reinforcements. Folds compactly. Size, 30" long, 7½" wide, 23" high. Folds compactly.

**No. 8** . . . . . Per dozen $24.00

Six in a Carton

### BARRY TOYCRAFT

**All Steel**

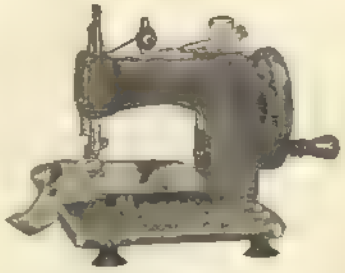
Stands 22 inches high. Top 26 inches long—8 inches wide. Double lock prevents collapsing. Reinforced top and undercarriage. Folds flat. "Just Like Mother's." Double lock insures rigidity.

**No. 501** . . . . . Each $1.98

Six in a Shipping Carton

## SEWING MACHINES

### BETSY ROSS



A practical machine for girls from 6 to 60. Miniature sewing machine of assured quality. Precision built by sewing machine craftsmen. Positive tension, easy to thread, streamline design, smooth operation, all moving parts precision built. Stitch length adjustment. Die cast, rubber suction cup feet.

**Betsy Ross** . . . . . Each $6.95

Individually Boxed 12 to a Master Carton

## TOY HOUSE CLEANING SETS

### SUSY GOOSE

**Specifications of Pieces in Sets**

**The Sweeper**—"It really sweeps." It dumps the dirt, it's metal, it's beautiful.

**The Brooms**—The best quality available on today's market.

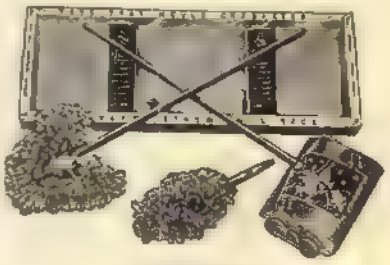
**The Mop**—Reversible triangle style, with lithographed metal center and new type threaded ferrule for threaded handles. Bright red yarn.

**The Dustpans**—Metal modern streamlined, pick up style with handle, safe edges, designed to be better than Mother's big one. Lithographed.

No. 76 metal, triangular, pick up style with handle. Effective—Safe.

**The Hand Duster—No. 6**—Streamlined bright red enameled handle good quality bright red yarn.

**The Packages**—Modern colorful dimensional boxes that sell merchandise. Cover sleeve not shown which contains printed work and play chart.



**Three-Piece Set**

**No. 81** Per dozen $21.00

One Dozen in a Carton

**Four-Piece Set**

**No. 82** . . . . . Per dozen $36.00

One Dozen in a Carton

**Four-Piece Set**

**No. K88** Per dozen $48.00

One in a Package, Dozen to a Carton

## METAL TOY SWEEPERS
**SUSY GOOSE**

Susy Goose sweeper just has everything. It really sweeps, it dumps the dirt
Overall dimensions: width 8", length 6", height 2½", lithographed in four beautiful colors

**No. 76** ..... Per dozen $7.20
Three Dozen in a Carton

## ELECTRIC VACUUM CLEANERS
**TIDY MISS**

Cleaner that really vacuums and cleans. Electric motor 3400 R.P.M. Absolutely safe. 11 ft. cord. Automatic handle controlled off-and-on switch. Headlight. Base of fine quality plastic, 36 in. aluminum handle. Height 32½ in., base 9x9½x3¾ in

**Tidy Miss** .....Each $10.00
Individually Boxed, Dozen in a Shipping Carton

## TOY BROOMS
**HOFMANN**

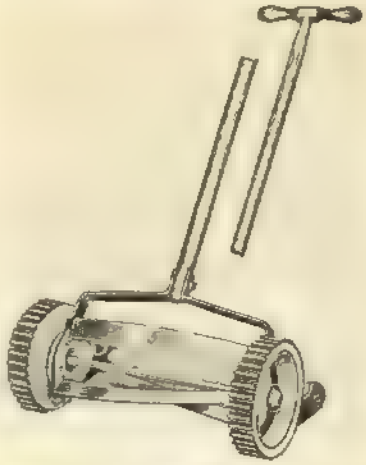
Made of Pyllafyne Fiber. Beautiful plastic caps in assorted colors. Flaming red handles. Nickel hangers.

**No. 1** ..... Per dozen $4.20
Four Dozen in a Carton

"Little Bride Brooms for Future Brides." Made of genuine broom corn. Treated and colored like mother's. Beautiful plastic caps in assorted colors. Flaming red handles Nickel hangers.

**No. 19** ..... Per dozen $7.80
Four Dozen in a Carton

## TOY LAWN MOWER
**MIEX**



Measures 11" wide 29¾" overall to top of handle, wheels measure 5⅝" in diameter and are finished in bright enamel colors
Large sturdily constructed toy Lawn Mower finished in high lustre bright enameled colors. Wheels have deep cut tread rubber tires. When in operation reproduces a realistic clicking sound as though cutting grass

**No. 683** ..... Per dozen $24.00
One Dozen in a Carton

## STEEL JUVENILE SNOW SHOVELS
**QUASI—TOYMASTER**

Made of heavy gauge steel with 23 in. wood handle and metal grip. Blade 11½" x 8¾". Total length 32 inches

**No. 2J** Per dozen $6.00
Two Dozen K/D in a Bundle

**HAMLIN**

**Aluminum**

Here is the real scoop for the "smallfry". Not a toy but a real shovel just like Dad's. Made of the same materials and same design but reduced in size to appeal to the youngster. Strong firm handle grip fluted tubular, aluminum handle, non-rusting long wearing hard aluminum alloy blade size 11 x 12 inches. Weighs 17 oz.

**No. 365** Per dozen $12.00
One Dozen in a Carton.

## SAND PAIL AND SHOVEL SETS
**WOLVERINE**

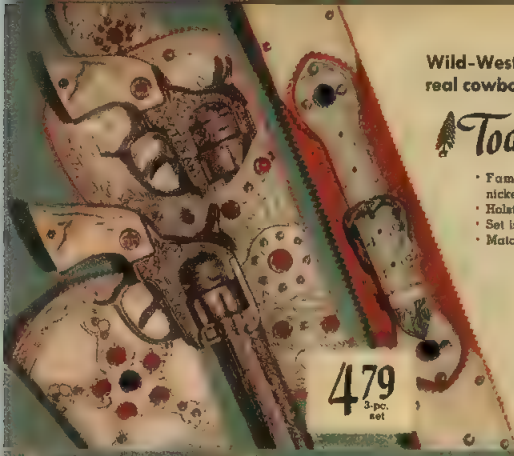
Embossed metal pail with colorfully lithographed merry-go-round scene. Diameter 7⅛", depth 7¼". Wire handle with wood bail. Length of all metal shovel, 9¾"

**No. 16** Per dozen sets $4.80
Four Dozen Sets in a Carton

## TOY SPRINKLING CANS
**WOLVERINE**

Brightly lithographed embossed metal sprinker to match No. 16 pail. 2 quart capacity makes this a practical sprinkler. Overall height 10".

**No. 47** ..... Per dozen $7.20
One Dozen in a Carton.



## Wild-West 'jeweled' 6-shooter sets real cowboys would be proud to own

# Today's Best Buy

- Famous Hubley 6-shooter has bright nickel plating, pearl-like plastic handle
- Holster and belt are full-grained leather
- Set is gaily 'jeweled,' studded, embossed
- Matching leather cuffs complete outfit

**4.79** 3-pc. set

For Jr. broncho busters! Big 10¼-in. metal gun has engraved barrel, Ivory plastic handle, revolving cylinder, breaking device! Full grain White leather holster, belt—backed with Red felt, embossed and jeweled. Belt: 2¼ in. wide fits 27 to 30 inch waists.
1 gun, 1 holster and belt.
35 Y 5750—Wt. 1 lb. 15 oz.....4.79
2 guns, 2 holsters,belt—as above.
35 Y 5751—Wt. 3 lb. 12 oz.....7.49
Matching cuffs. 2-snap fasteners.
35 Y 5752—Ship. wt. 8 oz..Pr. 1.69

## 11-PIECE TEXAN JR. 6-SHOOTER SET

### Realistic Guns, Holsters, Belt, Bandanna

Embossed guns gleam like real cowboy's! Holster, belt, cuffs are full-grain cowhide!

**4.79** 11-pc.

Thrill that youngster with a famous Texan Jr. 6-shooter outfit! Nickel-finished 9-in. metal gun—automatic-opening device. Supple cowhide belt, holster, cuffs, kerchief slide are embossed, 'jeweled.' 18-in. bandanna. 4 'bullets.' Belt fits 24 to 28 inch waist.
35 Y 5745—1-gun set as described. Wt. 1 lb. 14 oz....11-pc. set 4.79
35 Y 5746—Gun,holster,belt,4 bullets.Wt. 1 lb. 6 oz.....9-pc. set 2.79
35 Y 5747—2-gun set. Shipping wt. 2 lb. 6 oz.....9-pc. set 4.89
35 Y 5769—2-gun set as illustrated. Wt. 2 lb. 15 oz.... 13-pc. set 6.49

### 2-GUN FRONTIER SET 1.98

Two autographed Gene Autry guns of strong metal—each 6½ in. long. Red-White machine-engraved leather holsters. Leather belt fits 24 to 28 in. waist, holds 3 wooden cartridges.
35 Y 5748—Wt. 2 lb. 4 oz.....Set 1.98

### REAL WILD WEST SPURS 1.59 pr.

1. Jr. Cowboy's love heavy Western spurs—match set at top of page. Silver color metal with gold rowel and undershoe chain. Adjustable leather strap—'jeweled,' studded.
35 Y 5753—Ship.wt. 12 oz.,.Pair 1.59

### 9-PC. RODEO PISTOL SET 1.98

2. Jr. buckaroos applaud this 9-pc. Rodeo set! 7¾-in. metal pistol like a real 6-shooter. Red leather holster, cuffs, belt (fits up to 29-in. waist), 3 wooden cartridges. 12-ft. lariat.
35 Y 5749—Wt. 2 lb.....9-pc. set 1.98

Add on to your credit order—buy by the month. Details page 161.

# Toy Tea Sets and Cutlery for the Young Hostess

**A** 10 and 6pc. [illegible] Sets. [illegible] plastic [illegible] Imported [illegible]

OF TEA [illegible] pot and [illegible] Cups, [illegible] Spoons [illegible] 48 T 4% [illegible] 2.29

6Pc. Tea Set [illegible] 10 [illegible] 4x4 [illegible] 1.69

**B** [illegible] White CHINA [illegible] Cream [illegible] 1.39

**C** [illegible] PINK PARTY TEA SET. Service for [illegible] Imported plastic [illegible] Plates 4 each [illegible] 48 T [illegible] Per Tea Set Ship. Wt. [illegible] 1.69

**D** [illegible] Glass Luncheon Set for Four [illegible] Plates [illegible] 1.49

**E** [illegible] TEA Cutlery Set for 8. Hostess [illegible] 63

**F** [illegible] White Tea [illegible] 80

# American-Made Toys
## ....*for American Girls and Boys*

### TELEPHONE TRUCK
**and Trailer**

A toy to delight the heart of any child who likes to play grown-up! Olive green truck, 10½ in. long, with aluminum striping, rubber wheels, and red trailer

Accessories include telephone pole, nickel winch and boom, three digging tools Price, about $1.50.

**THE HUBLEY MANUFACTURING CO.**
**Lancaster, Pennsylvania**

AMERICAN FLYER THROUGH TRAIN
NEW YORK PHILADELPHIA CHICAGO AND ALL POINTS WEST
CHOO CHOO
ALL ABOARD
WHISS S S
WHO O O WHO O O

### TALKING RR STATION
**For Electric Trains**

Produces true-to-life sounds of busy railroad station — whistle, hissing steam, chug of pistons, voice of station announcer. Stops train by remote control — starts it automatically. $16.95 (Denver and West $17.80.)

Send for free giant American Flyer Train and Erector book. 40 big pages illustrated in full color.

**GILBERT HALL OF SCIENCE**
**80 Erector Square, New Haven, Conn.**

Unit
### MODEL CRANE

All-steel, equipped with both hook and clam shell digger Lifts astounding weights when outrigger and jacks are fixed.

Gear turns cab in full circle; steerable front wheels, two cranks control boom and hook or clam shell Boom length, 19½ in. Overall length 11½ in. Price, $13.95 (in Far West, $14.75.)

**CHARLES WM. DIEPKE MFG. CO.**
**Rossmoyne, Ohio**

### All-Rubber
**TEAM AND WAGON**

Any small fry will be thrilled with an Arcor farm toy. This one is safe, sanitary and scratch-proof, with removable harness so child can hitch up the team himself.

Team, 4 in. long; wagon 9¼ in long. In bright colors with red wagon. Individually boxed. 79 cents

**AUBURN RUBBER CORP.**
**Auburn, Indiana**

### SNOOPY SNIFFER
**World's Friendliest Pup**

Radiating fun and friendliness, Snoopy Sniffer, woofing loudly, rambles along with a ludicrous splay-footed gait.

Wood body and legs; rubber paws; cloth ears, coil spring tail, patented voice; realistic colors. 16 in. long — $2 Write for catalog of other toys.

**FISHER-PRICE TOYS, INC.**
**East Aurora, Erie County, N. Y.**

### MONOPOLY
**Most Popular of the World's Great Board Games**

| | |
|---|---|
| Famous White Box Edition | $3.50 |
| Popular Edition | $3.00 |
| Standard Edition | $2.50 |

**PARKER BROTHERS, INC.**
**Salem, Mass.**

### BABY COOS
**Brother & Sister with the Magic Voice**

They coo when you hug them, cry if you spank them, squeal if you pinch them!

Magic skin body, arms and legs — feel soft, lifelike. Unbreakable plastic head, sleeping eyes. Fully dressed, packed in deluxe acetate window gift box. $6.98 each (14 in. size)

**IDEAL NOVELTY & TOY CO.**
**200 Fifth Avenue, New York 10**

Pedal-Type
### FIRE ENGINE

One child drives, another rides behind. And two sturdy 22 in. wood ladders ride on side rails.

In fire-engine red with white enamel bumper, windshield, ladder rails, a chrome finish bell that really rings and chrome hub caps on rubber-tired wheels. Length 40 in.; height 21 in.

**THE MURRAY OHIO MFG. CO.**
**115 East 152nd St., Cleveland 10, O.**

(*Continued on Next Page*)

Toyland
## UTILITY TRUCK

Just like the modern city garbage trucks you see on the street Storage body tilts back, rear gate opens automatically, bucket is raised by crank

Hood of truck opens to reveal amazingly realistic "Fired-Up" engine High gloss red cab, grey body, 18½ in. long Price $4.98 (add 10% West of Rockies).

**STRUCTO MFG. CO**
126 Powell Ave., Freeport, Ill.

Action
## FARM SET

When squeezed, cow drinks water in trough, gives milk when pail is placed beneath her Magnette action makes rubber pigs suckle sow. Set includes two floating rubber ducks, two fish and magnetic fish pole, swinging gate

Made of Masonite and Tekwood. Packed all assembled 16 x 22 in $4.98

**KEYSTONE MFG. CO**
151 Nallet St., Boston 24, Mass.

## TWIN DIESEL

**Locomotive with Santa Fe or N. Y. Central markings**

Miniature of giant General Motors F3 Diesel loco, with two powerful motors Measures 26½ in long Has deep-patched, realistic Diesel horn. Wide speed range Extraordinary detail Driver's compartment glassed-in. Number box fully illuminated. Twin unit loco, $42.50

**THE LIONEL CORP.**
15 East 26th Street, New York City

8-Light
## CANDLE-LITE SET

Exact replicas of old fashioned Christmas tree candles with all the safety of electrically burning lamps Entire candle lights up. Plastic flame tip gives realistic effect of burning candle Metal clips hold candles upright

Now your tree can take on a new look of old time holiday charm with complete safety. $3.75.

**NOMA ELECTRIC CORPORATION**
55 W. 13th St., New York 11, N.Y.

## DAISY TARGETTE

**For folks from 8 to 80**

The air pistol can shoot the palm of your hand with no more than a sting Holds 400 rounds ammunition, adjustable rear sight; accurate up to 12 feet. Chrome plate, 10½ in. long.

Plastic gallery has 7 spinning targets and 800 rounds ammunition in legs, 8¾ in long Complete outfit, $4.95 Rockies and West, $5

**DAISY MANUFACTURING CO.**
Plymouth, Mich

Interlocking American
## PLASTIC BRICKS

Educational and entertaining! Sturdy and durable. Each block washable all edges smooth Harmless yet realistic colors.

Completed models practically scale miniatures For youngsters 3 years of age and up 2 sizes 240 and 400 pieces $3 and $6.

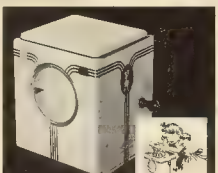
**HALSAM PRODUCTS CO**
4114 Ravenswood Ave., Chicago 13, Ill.
Over 30 years of Famous Quality Toys

Wolverine
## TOY LAUNDERETTE

Made of steel enameled in red and ivory 8 in high, 7 in wide, 6 in. deep

Works like mother's! See clothes tumbling around in washer Actually launders dolls' clothes, hankies, etc At leading stores $2, or send check or money order (adding 10% for handling) to:

**WOLVERINE SUPPLY & MFG. CO**
Page & Fortella Sts., Pittsburgh, Pa



## AMOSANDRA®

**The Amos 'n Andy Baby**

She cries! She drinks! She wets! Exquisitely molded of tinted soft rubber Movable head; joined, movable arms and legs Complete with diaper, nursing bottle, soap, soap dish, teething ring, hot water bottle, doll rattle, birth certificate. $2.98.

®Trademarks of and licensed by Amos 'n Andy Music Corporation, Charles Tobenkin, registered user. Trademarks by Sun Rubber Co., New York.

**THE SUN RUBBER CO**
Barberton, Ohio

# These American-Made Toys are now on sale at your local Retail Stores

*Or write Manufacturer for Name of nearest Dealer*

# HER WHOLE PLASTIC KITCHEN! Modern play-appliances—built to scale 1.39

**Special! Save most on 3-pc. set! Doors, drawers all open—safe, sturdy!**

### PLAY REFRIGERATOR 1.39

Just like Mom's sure to be the envy of all her little 'neighbors.' Door actually opens and closes. Ice cube tray has dividers that slide out! She can keep her make-believe foodstuffs in like-real food containers. Made of long-wearing plastic built to take plenty of hard play. 4¼x7 inches high. Ivory finish with smart black trim. Credit details, see page 161.

35 Y 5843—Ship wt. 1 lb. 4 oz. 1.39

3-PC. SET for 'efficient housekeeping.' Refrigerator, Stove and Sink

35 Y 5845—Ship wt. 2 lb. 10 oz. . . 3.98

### STREAMLINED STOVE 1.39

She'll have great 'cooking' success on this sturdy plastic stove—comes complete with 2 saucepans, 1 big pan. Disappearing tabletop covers burners when not in use, slides into back slot at 'cooking' time. Oven and 3 drawers open. On-off signals. Moving hands on clock timer. 5⅞x5x3⅝ inches high. Finished in ivory with black trim.

35 Y 5844—Ship wt. 1 lb. 4 oz. . .1.39

3-PC. PLASTIC SET for play kitchens. Refrigerator, stove and sink

35 Y 5845. Ship wt. 2 lb. 10 oz. . . .3.98

### SINK—RUNNING WATER 1.39

A plastic sink that really works! Tank at back can be filled with water; turn the faucets for running water! 3 slide-out drawers and cabinet that opens and shuts; plenty of storage space. Sink stopper, metal drain can. Miniature wooden soap bar, cleanser and soap flakes. 6¾x6x5½ inches high. Finished in ivory, smartly trimmed in black.

35 Y 5842. Ship wt. 1 lb. 10 oz. 1.39

3-PC. PLASTIC SET for her toy kitchen. Refrigerator, Stove and Sink

35 Y 5945—Ship wt. 2 lbs. 10 oz. . 3.98

## Serving sets for the little hostess—so much fun at such a little price!

### 35-PC. PLASTIC LUNCHEON SET 1.59

She'll have a perfectly appointed luncheon table with this dainty plastic set in rainbow-hued pastels. Lazy Susan tray for convenient serving. There's service for four—4 cups, saucers, cake plates, knives, forks, spoons and napkins, 2 covers, 1 tea pot, sugar bowl, creamer and napkin-holder—everything for a 'successful' luncheon. All pieces are sanitary, washable, hard-to-break. Perfect for the tiny hostess!

35 Y 5847. Shipping weight 1 lb. 14 oz. . . . 35-pc. set 1.59

### 45 PC. ALUMINUM PERCOLATOR SET 1.19

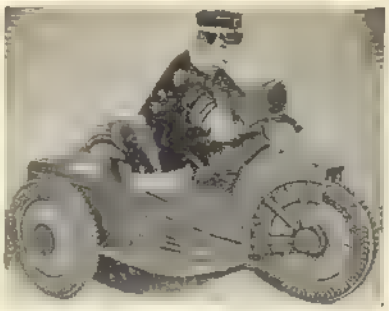
Little Bo-Peep comes to breakfast in make-believe land—she's embossed on each piece. Made of sturdy aluminum—built to withstand many parties. Any little hostess will be proud of this 45 piece set; service for six. Plate diam. 4½ in., saucers, 3⅛ in., cups, 1¾ oz., knives, 4⅜ in. long; forks, 4 in., spoons, 3¼ in. gay napkins; and a real-looking ½ pint percolator with a gay red enamaled wooden handle glass cover.

35 Y 5846—Shipping weight 1 lb. . 45-pc set 1.19

# TOYS

## SIREN MOTORCYCLE WITH SIDE CAR
**Marx**

Measures 8½" long, 5¾" high to top of officer, 5½" wide



Modern streamlined motorcycle and sidecar with officer driving. Equipped with a strong clockspring motor, which operates the loud siren as the toy runs along the floor. Has start and stop brake lever. Sturdily constructed of steel and very attractively lithographed

**No. 226** ..... Per dozen $24.00

One in a Box, One Dozen in a Shipping Carton

## THE WONDER CYCLIST
**Marx**

8 in. long, 4½ in. wide, 9 in. high

An appealing, life-like action toy. The boy cyclist is cleverly designed, amazingly natural in appearance and movements. His legs pump the pedals and his body weaves from side to side as he steers the tricycle with tinkling bell, in an erratic course around the room

**No. 2210** ..... Per dozen $35.00

One in a Box, One Dozen in a Shipping Carton

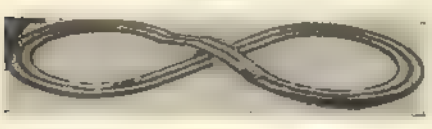
## MECHANICAL BUSY MINERS
**Marx**

Measures 18¼" long, 2¼" wide and 4⅛" high. This mechanical toy is lithographed to resemble mine shaft. It is complete with a mine car which runs up and down a track incline from the interior of the mine to the top of the shaft. It is equipped with an exceptionally long running motor and is made with a stop and go feature which lengthens the running time of the toy. Car is manned by two miners. Lithographed in bright colors. Key is attached

**No. 25** ..... Per dozen $12.00

One in a Box, Three Dozen in a Carton

## CROSSOVER SPEEDWAY
**Marx**



Track layout measures 56½" long overall, by 25½ in. wide. Entire length of track 161"

Double solid metal tracks in form of figure "8" Speedway, with Bridge Crossover. Brightly lithographed Speedway Track design. Consists of fourteen interlocking sections, and two streamlined cars.

Cars equipped with long-running clockspring motor and speedy mechanism

**No. 2059** ..... Per dozen $72.00

One in a Box, Six in a Shipping Carton

## HONEYMOON EXPRESS ON BASE
**Marx**

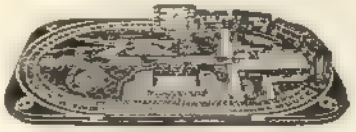
Measures 9¼" in diameter

Made of lithographed steel, designed and colored to show variety of landscape. Has streamlined train speeding around through two tunnels and over bridge. Also has a miniature airplane which is held aloft by wire support and travels around overhead. Plane has celluloid disc which simulates fast whirling propellor. Operated by long-running clockspring motor. Has brake and key attached

**No. 168** ..... Per dozen $12.00

One Set in a Box, One Dozen in a Carton

## FREIGHT TRAIN ON BASE
**Marx**



Base measures 21½" long x 12¾" wide.

Train measures 15¾" long x 1" wide x 1¾" high

This five unit miniature Train Set provides the thrill of a complete railroad outfit in a minimum of space. Constructed of steel, attractively designed and lithographed. Locomotive is powered by a fine sturdy clockwork motor with brake.

The train speeds around a lithographed track imbedded in the metal base. A station and tunnel add to the realism of the lithographed landscape

**No. 1731** ..... Per dozen $24.00

One Dozen Sets in a Carton

## MECHANICAL SKY BIRD FLYER
**Marx**

Base measures 6" in diameter. Tower 8" high. Arm spread 25" in length.

Mechanical Sky Flyers with airplane and jet propelled rocket suspended on a metal crossbar. Airplane, which has 8" wingspread and 6½" fuselage, is equipped with extra long running motor. When wound, motor of plane has actually enough power to take off, propelling the plane and rocket around the tower in a realistic fashion. Plane will settle down to a perfect three point landing as motor unwinds. Long running and interesting action. Plane will also run a long distance on floor by itself. Entire toy is brightly lithographed

**No. 1359** ..... Per dozen $20.40

One in a Box, One Dozen in a Carton.

# TOYS

## DRUM MAJOR
**Wolverine**

You can hear each beat clearly accented as his hands drum out marching rhythms colorfully lithographed. All metal for durability. Strong motor gives long play, continuous action. 13 inches high

**No. 27A** ..... Per dozen $24.00
One in a Box, One Dozen in a Carton

## SANDY ANDY
**Wolverine**

Impression action. All action lithographed. Car is loaded with sand which is carried to bottom of track, emptied into can and car, then returns for another load. Can for catching sand included. 13⅛" high, 16" long

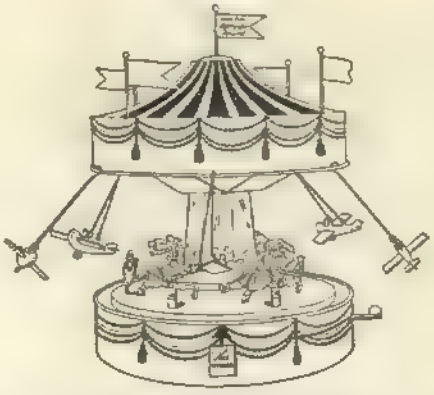
**No. 63C** ..... Per dozen $12.00
Two Dozen in a Carton

## BOWLER ANDY MILL
**Wolverine**

This remarkable marble toy has an automatic "continuous action" that catches and holds attention. The car carries marbles from chute to base, switch rising and falling as windmill revolves. Action continues as long as marbles are fed in chute. Marbles included. In bright new colors. Height 21"

**No. 57A** Per dozen $18.00
One Dozen in a Carton

## MERRY-GO-ROUND
**Wolverine**



Operates without winding. Only one pressure of the lever in base is required to send it revolving at a steady pace, while the musical unit plays a merry tune. Besides five gay-colored horses, there are five airplanes suspended from the canopy which revolve and swing outward as speed increases. The arrow on the base provides an attractive game idea. Beautifully finished. Overall height 14¼". Diameter of base 11"

**No. 31** ..... Per dozen $48.00
Half Dozen in a Carton

## JET JUMPER
**Wolverine**

All metal brightly lithographed. Jumper glides down the incline, jumps over the metal hurdle doing a complete somersault, and lands right side up, then rolls ahead for a long distance. 25¾" long by 5⅞" high.

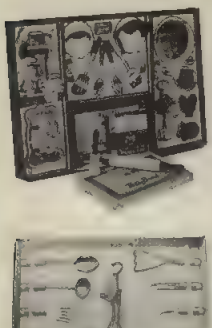
**No. 32A** ..... Per dozen $21.00
One in a Box, One Dozen in a Carton

## JET ROLLER COASTER
**Wolverine**

A brand new version of the "over and under" action that has always been extremely fascinating. High speed performance. Roller car coasts down upper incline, drops to lower track and speeds forward to the end, then reversing its direction, it glides back to the other end where it is elevated for another trip. Brilliantly lithographed. Strong motor—many trips at one winding. Length 25". Each in an attractive box

**No. 28** ..... Per dozen $18.00
One in a Box, One Dozen in a Carton

# TOY BAKING ACCESSORIES FOR LITTLE COOKS

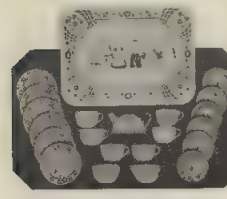


## SMALL FRY PASTRY SET

**Has metal meat grinder which really works,** a plastic apron, heavy wooden pastry board, an egg beater, 4 metal utensils, mixing bowl, rolling pin, "I need" board, thermometer on a card, pie pan, fluted pan and 2 cookie cutters among its numerous contents, in a gaily decorated, lithographed labeled box, size 20¼ x 13¼ x 2 in. (Mfr.'s #2202.)
**No. 3T-742.**
Dealer's, each, **1.34.**
Lots of 3, each, **1.29.**
Less 2%, Net ..... **1.26**

## SMALL FRY COOKING 9-PIECE SET

Set consists of perforated spoon, basting spoon, batter whip, spatula, potato-peeler, potato masher, ladle, pancake turner and egg beater. Made of steel or aluminum, with 2-tone plastic handles. Attractively packaged. (Mfr.'s #29.)
**No. 3T-736.**
Dealer's, each, **65c.**
Lots of 6, each, **64c.**
Less 2%, Net ..... **63¢**



## 22-PIECE METAL TEA SET

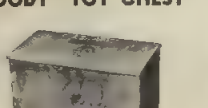
Children will delight to the beautiful new delft-blue design enameled on each piece. Colors are baked on metal and are unaffected by frequent boiling. Pieces will not leak, chip, fade or break. Each 22-piece set includes tray 9⅛ x 13 inches, tea pot, sugar and creamer, cups, saucers and plates. (Mfr.'s #258.)
**No. 3T-721.**
Dealer's, each, **1.24.**
Lots of 6, each, **1.20.**
Less 2%, Net ..... **1.18**

## "Little Deb" MIXER-MAKER

Little girls can do their own mixing with this popular toy. It actually operates by hand. Non-electric with "stick-it-on" suction plug. Approximately ½ size of regular household mixer. Complete with white opalescent mixing bowl. (Mfr.'s #734.)
**No. 3T-734.**
Dealer's, each, **1.39.**
Lots of 12, each, **1.32.**
Less 2%, Net ..... **1.29**

## Thayer "HOWDY DOODY" MUSICAL ROCKER

Has colorful decal decoration of Howdy Doody and his name . . . the famous television star of the Howdy Doody Show. Swiss music box attached to rocker plays "TA-RA-RA-BOOM-DE-AY" (It's Howdy Doody Time) when chair is rocked. Strong hardwood construction with maplestone or waxed birch finish **(Specify).** Rockers colored red. 23 in. high. Seat: 13¼ x 11 in. deep. Back: 13½ in. high. Rockers: 2¼ in. wide. (Mfr.'s #45HD.)
**No. 12H-4372.**
Dealer's, each **7.23.** Less 2%, Net ..... **7.09**



## Thayer "HOWDY DOODY" TOY CHEST

Has colorful decal decoration of Howdy Doody, the famous television star. Holds toys, shoes and many children's items. Hinged wood top has lid support. Made of Northern Hardwoods with simulated pegged construction. Attractive Maplestone or Waxed Birch finish **(Specify).** Size outside 30 in long, 16 in wide, 17 in. high. Size inside 27½ in long, 13½ in wide, 13¼ in. deep. 37 lbs. (Mfr.'s #404HD.)
**No. 12H-4373.**
Dealer's, each, **10.99.**
Less 2%, Net ..... **10.77**



## SMALL FRY PASTRY TABLE

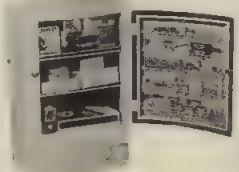
A sturdy wooden table, complete with all items of interest to the little housewife, such as meat grinder, egg beater, pastry board, plastic apron, metal utensils, rolling pin, cookie cutters, fluted pan pie pan, thermometer on a card, a set of miniature plastic pots and pans, "I need" board, and many other pieces. Except in miniature form—all utensils resemble actual household tableware. (Mfr.'s #3302.)
**No. 3T-741.**
Dealer's, each, **2.11.**
Lots of 3, each, **2.03.**
Less 2%, Net ..... **1.99**

## WOLVERINE TOY KITCHEN CABINET

A kitchen cabinet for the little tots. Made of brightly lithographed, heavy metal. Top of cabinet slides off to make a sturdy metal table. Doors swing open to reveal shelves with miniature packages of foodstuffs. Cabinet contains bread board, rolling pin, glass bowl and egg beater. 20⅛ in high—17½ in. long — 10½ in. deep. (Mfr.'s #185/2.)
**No. 3T-728.**
Dealer's, each, **2.78.**
Lots of 3, each, **2.68.**
Less 2%, Net ..... **2.63**

## ALL METAL TOY KITCHEN CABINET

A streamlined, modernistic looking kitchen play cabinet that will delight any child. Beautifully lithographed in red and ivory—sturdily built of all metal. Four doors swing open, real shelves within hold miniature packages of nationally famous grocery products. 15¾ inches high, 11 inches wide, 6¼ inches deep. (Mfr.'s #178.)
**No. 3T-726.**
Dealer's, each, **1.51.**
Lots of 6, each, **1.46.**
Less 2%, Net ..... **1.43**



## ALL METAL DOLL SIZE REFRIGERATOR

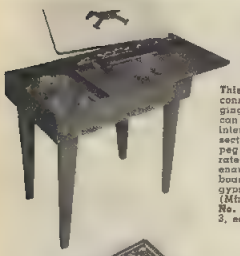
Another household play item that will delight the kiddies. A miniature, all metal refrigerator. Inside of door brightly lithographed. Contains miniature packages of well-known grocery products, ice tray with imitation ice cubes. Stands 13½ inches high, 8 inches wide, 8¼ inches deep. (Mfr.'s #183.)
**No. 3T-761.** Dealer's, each, **1.11.**
Lots of 6, each, **1.07.**
Less 2%, Net ..... **1.05**

## 3-in-1 Jig Saw - Sander - Filing Machine

SAWS (cuts to center of 16-in. circle--rotates to any position); SANDS (tilts through 45°); FILES (replaceasw blade and arm with ½-in. machine file). Made of lightweight cast aluminum. Powerful electric motor (3000 RPM) with oilite bearings, ground-polished shaft and heavy fly wheel. 4x6-in. table tilts and rotates to any angle. 6-ft. cord. 10x7⅛x8¾ in. No. 2T-611. LIST 11.95.
Dealer's, each, **7.86.** 3, each, **7.26.**
Less 2%, Net ..... **7.11**

REMEMBER TO DEDUCT YOUR 2% CASH DISCOUNT

# PEG TABLES—TINKERTOYS—TOY STOVES



## PEG, NAIL AND BLACKBOARD COMBINATION TABLE

This green enameled table of sturdy construction has a masonite pegging top and blackboard top which can be slid out of grooves and used interchangeably. Separate storage section in table to keep nailing and peg parts. Set comes with a separate bench, nailing parts, pegs, an enameled mallet chalk and black board eraser. There is also a large gypsum board for nailing designs (Mfr.'s #4309)

**No. 4T-1128.** Each, 2.92.
3, each, 2.82. Less 2%, Net **2.76**

## PEG and NAIL TABLE

This stained peg and nail table combination comes with an attached saddle type seat. Table has a die-cut masonite top with assorted colored enameled pegs, as well as a gypsum board with nailing parts, package of nails and enameled mallet (Mfr.'s #2309)

**No. 4T-1127.**
Dealer's, each, 1.61.
6, each, 1.55.
Less 2%, Net **1.52**

## POUND-A-PEG

Pound-a-peg knocks out pegs. Here is an educational action toy constructed of heavy lumber, enameled green. Comes with a varnished mallet and 15 enameled pegs in different colors (Mfr.'s #2228)

**No. 4T-1404.** Each, 1.26.
6, each, 1.22.
Less 2%, Net **1.20**

## WONDER TINKERTOY 118 WOOD PARTS

Contains 118 wood parts, 8 windblades, direction sheet and a trick sheet of stunts and games.

**No. 2T-512.** LIST each, 1.35
Dealer's, per doz., 10.80.
Less 2%, Net DOZ. **10.58**

## EASY TINKERTOY 38 WOOD PARTS

For the smaller tots. 38 wood parts, 4 windblades and direction sheet showing over 45 models

**No. 2T-515.** LIST each, 40c
Dealer's, per doz., 3.28.
Less 2%, Net DOZ. **3.14**

## TINKERTOYS SENIOR TINKERTOY 178 WOOD PARTS

The largest of the Tinkertoys. Special pieces and a greater number of standard parts enable operator to construct elaborate moving and still models without limit. The Windlass Drive is incorporated in this set. 178 wood parts of natural finish, 1 metal crank, 8 windblades, 16-page direction book of models and a trick sheet of stunts and games using the various pieces.

**No. 2T-513.** LIST each, 2.25
Dealer's, per doz., 18.00.
Less 2%, Net DOZ. **17.64**

## SPECIAL TINKERTOY 126 WOOD PARTS

Has windlass drive, 126 wood parts, 1 metal crank, 8 windblades, direction sheet showing 36 models and a trick sheet of stunts and games

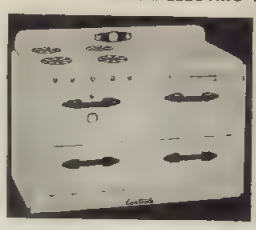
**No. 2T-514.** LIST each, 1.75.
Dealer's, per doz., 14.00.
Less 2%, Net DOZ. **13.72**

## JUNIOR TINKERTOY 73 WOOD PARTS

73 wood parts, 8 winblades, direction sheet showing over 38 models and a trick sheet showing stunts and games.

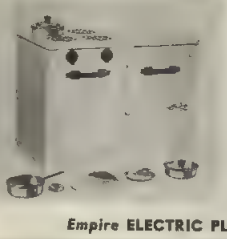
**No. 2T-511.** LIST each, 75c.
Dealer's, per doz., 6.00.
Less 2%, Net DOZ. **5.88**

## Controla ELECTRIC TOY RANGE



A realistic engineered model of a regular home range. Safe heat—warm only throughout oven and burners. Completely enclosed contained element, U.L. Approved cord. Attractively finished in refreshing "refrigerator white" on sturdy steel with controls and gauges in contrasting black. Large size: 13 x 9 x 7-in. Weighs 24 lbs. Safe, body temperature heat. A leader in the toy parade (Mfr.'s #396) LIST 3.95

**No. 3T-711.** Each, 2.36.
3, each, 2.28.
Less 2%, Net **2.23**



## Empire Non-Electric PLAY STOVE

An outstanding non-electric stove that is smart . . . modern! Strong, welded steel construction. One-piece top and back. **Equipped with deep-well cooker and 5 extra utensils;** 2 movable play switches; large size oven with spring-lock door. Lustrous white, baked enamel finish. Red plastic switches. Large red handles. Striking design . . . perfectly proportioned. Large size: 2½ x 11 x 7 inches (Mfr.'s #180)

**No. 3T-704.** LIST 2.95
Dealer's, each, 1.92.
Less 2%, Net **1.88**

## Empire ELECTRIC PLAY STOVES

## DELUXE MODEL

Heavy steel construction . . . electrically welded. White baked enamel finish with polished chrome handles and red plastic play switches. **7 utensils with whistling tea kettle.** Large oven with window in door. 4 quick-heat burners with separate burner under oven. Comes with 12-page "Little Lady" cook book. U.L. Listed. Cord set permanently attached. Large size 12½ x 11 x 7 in. (Mfr.'s #225-DL)

**No. 3T-702.** LIST 4.95
Dealer's, each, 3.22.
Less 2%, Net **3.16**

## LARGE MODEL

This toy electric range has accurate heat indicator in oven door. Separate, porcelain plate heating elements mounted in enclosed burner plates. Heavy, welded steel one piece construction. White enameled baked on finish. **7 utensils including whistling tea kettle** and cook book. U.L. listed—tested for safety. Size 15 x 12¾ x 7¾ in. (Mfr.'s #240)

**No. 3T-702.** LIST 7.95
Dealer's, each, 5.15.
Less 2%, Net **5.05**

## PLAY SINK

### *Faucet Actually Works*

A play sink for the little tots to do their dishes. Detail lithographed and embossed, heavy gauge metal. Has a faucet that actually works to start and stop running water from reservoir in back. Hinged door opens for lower compartment. 11 inches long, 11¾ inches high and 6 inches wide (Mfr.'s #198)

**No. 3T-729.**
Dealer's, each, 1.11.
Lots of 6, each, 1.07.
Less 2%, Net **1.05**

MEMBER OF TOY MFRS. U.S.A. INC. AMERICAN TOYS

# American-Made Toys

## ....for American Girls and Boys

**Crystal-Clear Plastic**
**REFRESHMENT SET**

Looks exactly like fine glassware, properly scaled for small hands. Safe, washable, unbreakable. Tested and commended by Parents' Magazine. 27 pieces—6 each sherbets, service plates, goblets, napkins, plus pitcher, napkin holder, Lazy Susan. In highly decorated box 14½ in. high $1.98.

**RANNER PLASTICS CORP.**
**150 Bruckner Blvd., N.Y. 54, N.Y**

**All-Steel**
**DOLL-E-HIGH CHAIR**

Thousands of doll mothers have clapped their hands over this real-as-life doll high chair with chip-resistant, easy-to-clean, baked enamel finish.

In pastel blue with ivory tray and gay decorative decals. Rubber non-skid feet. 29½ in. high overall. $3.98.

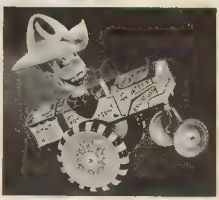
**CHILDREN'S METAL SPECIALTIES CORPORATION**
**Hatboro, Pennsylvania**

**Milton Berle**
**FUNNY CAR**

This crazy mechanical car is as funny and unpredictable as Milton Berle is on television. It speeds back and forth, reacts and whirls around while Berle's hat spins and bobs up and down.

Car is steel, lithographed with Berle wisecracks. Long-running motor 98 cents.

**LOUIS MARX & CO., INC.**
**200 Fifth Ave., New York City**

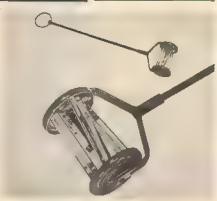


**SAFE-WHIRL**
**The Play Mower**

Catalin balls provide sound and action racing in shatter-proof, split-proof, Tenite tube.

Tenite handle, too, designed for safety.. sturdy, flexible, permanently anchored to shaft. In variety of colors, 13 x 7in. .82 (slightly higher Far West)

**SANDEE MANUFACTURING CO.**
**5050 Foster Ave., Chicago 30, Ill.**



**California Redwood**
**NESTED BLOCKS**

Six-piece nest depicting toys and other objects in brilliant colors with bold designs printed on wood pattern background, highly varnished.

Made of 3/16 in. fine quality solid California redwood, carefully nailed for safety and to withstand hard knocks $2.75

**SAM'L GABRIEL SONS & CO.**
**200 Fifth Avenue, New York 10, N.Y.**

**WINCH TRUCK**
**& Trailer with Steam Shovel**

Really two toys in one, both of heavy gauge steel, with baked enamel finish, rubber tires.

Tail gate lowers and hand winch pulls steam shovel on trailer bed. One crank on steam shovel operates boom, another the bucket. Overall length truck and trailer is 23 in. $3.98.

**ALL METAL PRODUCTS CO.**
**Wyandotte, Mich.**

**Child's Toy**
**VOICE PHONE**

Put the receiver to your ear and you actually hear a doll's voice!

The dial revolves just like a real phone and moving it rings the telephone bells. Here a hours of fun for small fry.

$1.50 each. Slightly higher in West

**THE GONG BELL MFG. CO**
**East Hampton, Conn**

**SHERIFF**
**Repeating Toy Pistol**

Just one of seventeen famous Stevens toy pistols; sturdily constructed, authentic reproductions with exclusive safety features. Price, $1

**THE J. & E. STEVENS CO.**
**Factory: Cromwell, Conn.**
**New York Office: 98 Wall Street**
**Over 100 Years of Toy Manufacturing**

# Latest Model Trucks, Roadsters, Fire Truck

**A** EMERGENCY TRUCK. For the little mechanic. This Pedal Auto is sturdily built of heavy-gauge steel with edges smoothly finished. Rear axle turns easily on ball bearings. Big 10-inch double disc steel wheels with ⅞-inch solid rubber tires. Body of car has "Tool boxes" built in for toy tools. Varnished wood ladder hangs on one side. Rubber foot pedals are adjustable for leg reach. Body is 44¼ in. long, 17 inches wide. Finished in durable Gray-Green baked-on enamel with white trim. For children from 2 to 6 years. Partly assembled. Shipped by Freight, Truck or Express.
48 T 5461R—Shipping weight 39 lbs. .... ..... 19.95

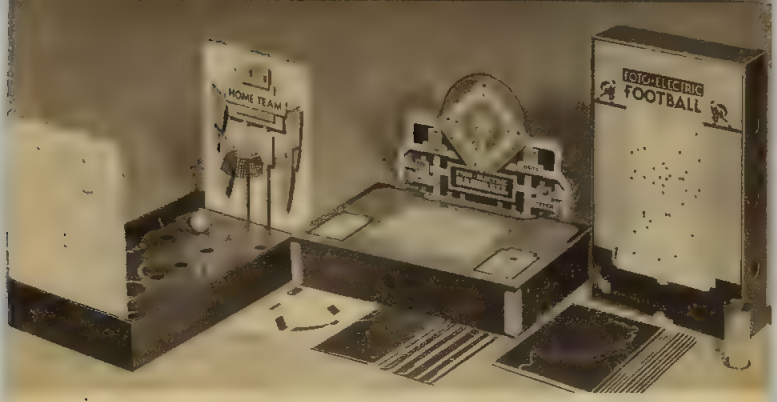
**B** HOOK AND LADDER FIRE TRUCK. Clang, clang goes the bell . . . little firemen can have loads of fun pedaling to imaginary fires. Two wood ladders hang on sides of this fire truck. Built of heavy-gauge steel, well finished, with edges smoothly rolled. Rear axle turns on plain bearings. Big 10-inch double disc steel wheels with ⅞-inch solid rubber tires. Rubber foot pedals are adjustable for leg reach. Body is 43 in. long, 17 inches wide. Finished in durable Red baked on enamel with white trim. For children from 2 to 6 years. Shipped partly assembled
48 T 5459 M—Shipping weight 36 lbs. *Mailable*..... 17.95

**C** STATION WAGON. Streamlined body .. will seat 2 small children at a time. Low slung modern lines. Sturdy steel and wood construction with edges smoothly finished. Wood seats and rear step; Plexiglas (flexible plastic) windshield. Nickel plated trim. Rubber foot pedals adjust for leg reach. 8-in. steel disc wheels ⅞-in. solid rubber tires. Maroon and Ivory color baked-on enamel finish; wood parts have natural varnish finish. For children from 2 to 6 years. Shipped by Freight, Truck or Express.
48 T 5455 R—46½ in. long. Partly assembled, Ship. wt. 44 lbs.....19.95

**D** MODERN PASSENGER CAR. A streamlined automobile that will delight any youngster. It's bright Red with a Plexiglas (flexible plastic) windshield trimmed in Ivory color enameled metal. Newest type fender headlights (dummy). Heavy gauge steel, with edges smoothly finished. 8-in. disc wheels with ⅞-in. rubber tires. Nickel plated hub caps. Black steering wheel, bumper, seat pad. Body 37 inches long. Big enough for children from 2 to 6 years of age. Rubber block pedals adjust for leg reach. Finished in Red and Ivory Baked-on enamel. Partly assembled.
48 T 5458M—Shipping weight 37 lbs. *Mailable*.....15.95

**E** "FIRE CHIEF" AUTOMOBILE. For the Chief to use when checking up on "alarms" or leading his men to a fire. Heavy gauge steel, modeled after modern cars. Low slung, easy to climb in or out. Edges smoothly rolled. Chromium plated fire bell. 8-inch double disc steel wheels with ⅞-inch rubber tires. Dummy headlights, nickel plated hub caps Rubber block pedals adjust for leg reach. For child from 2 to 6 years of age. Finished in bright Red and White baked-on enamel. Body 36 inches long. Shipped partly assembled to reduce postage. *Mailable*.
48 T 5462 M—Shipping weight 28 lbs..... 11.45

**F** "TORPEDO" PASSENGER CAR. Racey lines that will appeal to youngsters. Easy to climb in or out because it is built low. All heavy steel construction with edges smoothly rolled Dummy headlights. Nickel plated hub caps. Rubber block pedals are adjustable for leg reach. For child from 2 to 6 years of age. 8-inch double disc steel wheels with ⅞-inch rubber tires. Body is 36 inches long. Finished in Chinese Red and White baked-on enamel. Shipped partly assembled. *Mailable*.
48 T 5463 M—Shipping weight 28 lbs..... 11.45




## Best-buy games—big league thrills! Follow plays on Foto-electrics, shoot Bas-ket

**FAST-ACTION BAS-KET 3.39**

Exciting basketball in miniature Mechanically controlled steel levers toss ball in baskets from any position on court. Scoreboards have revolving wheels to keep score. Same rules and scoring as real game. Cardboard playing court 20x12x15 in. 2¼ in. baskets fitted to backstops. 1½ in. diameter ping-pong ball, instructions. Fun for 1 to 6 players.

35 Y 6903E—Ship. wt. 4 lb.....3.39

**FOTO-ELECTRIC BASEBALL 5.49**

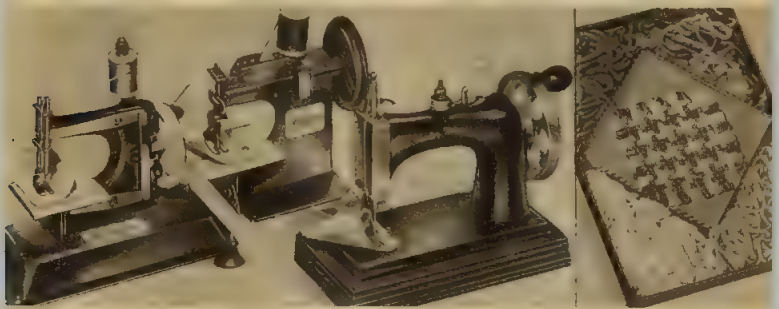
Newest! All thrills, action of real game! See the pitch, hits, runners, putouts 100 possible plays. Pitcher chooses pitch from cards, batter anticipates pitch by choice of card. Action on fiberboard diamond shows through translucent screen lighted by bulb, cord. Realistic scoreboard, bulb incl. For 2 players—juniors, adults, 110-120 volts AC-DC. 20x12x5 in.

35 Y 6905F—Ship. wt. 6 lb.....5.49

**FOTO-ELECTRIC FOOTBALL 5.49**

Call your play—opponent selects defense. See ball carrier weave down field—break through line until stopped! Gain or loss recorded on gridiron! Over 1000 play combinations. Play-viewer illuminated by bulb incl. Heavy cardboard gridiron, dice, shaker, play sheets, scoreboard, rules included. 110-120 volt AC-DC. 20x12x5 in. For 2 players, all ages.

35 Y 6904E—Shipping wt. 6 lb....5.49



**BETTER MACHINE 2.59**

Really sews! Easy self-feeding to train small hands to stitch a neat seam. Has adjustable stitch-sizer like real machine. Suction cup feet won't slip while in use. Nickel and enamel finished to look just like Mothers. 4¼x6¾x8 3/8 in. size. Fun for the little seamstress!

35 Y 5800.....2.59

Shipping weight 2 pounds.

**GOOD MACHINE 1.49**

Worth 1.98! It's a honey of a machine for the price! Shining fied enameled steel. Powerful rotary movement—sews a neat seam—trains tots to stitch like Mother! Clamps to table-top. With thread, needle. Use standard #30 thread. 6¾x3x4¾ inch. A fine gift!

35 Y 5801..... 1.49

Shipping wt. 1 lb. 3 oz.

**BEST MACHINE 4.98**

was 5.49 Deluxe 'Jr. Miss' Sews strong chain stitch. Self-feeding, real pressure foot lever. Rotary bobbin; adjustable stitch. Precision-built parts completely housed. Heavy gauge steel; Maroon baked enameled. Clamp, thread, needle instructions. Buy on Credit, page 161.

35 Y 5802—8¾x4½ in..4.98

Shipping wt. 3 lb. 2 oz.

**WEAVE-IT LOOM 1.00**

Kiddies delight in making things take shape on this sturdy metal loom! Simple to use. Makes 7½ in. squares for really useful hot pads doilies, mats mother needs Teaches, entertains by the hour. With fabrics, instructions, and patterns. Makes a fine Christmas gift!

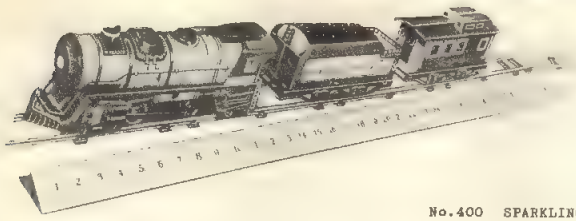
35 Y 5803.....1.00

Shipping wt. 1 lb. 7 oz.

## SPARKLING MECHANICAL TRAIN

*THE BIGGEST VALUE IN YEARS*

**"There'll always be a Christmas"**



No.400 SPARKLING TRAIN

This three unit train consists of sparkling fast Freight Locomotive equipped with bell, tender and caboose. Sturdily constructed of heavy gauge steel with powerful clock spring motor. Locomotive and cars are brightly lithographed. Track is made up of 8 curved sections.

Each..$2.90 Doz..$32.00

No.500 SPARKLING TRAIN

NOT ILLUSTRATED

Four unit train with sparkling Locomotive and bell. 8 sections curved track and 6 sections straight track.

Each..$3.50 Doz..$40.00

SUPER FIRE MACHINE GUN

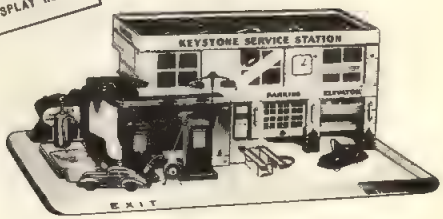
( yrs. up)—Here's a wind up gun with a flint wheel hat gives a realistic sound and flash thrill Made of etal, 25" long, lithographed in color. Extra flints nd shoulder strap included

Each..$2.25
Doz...24.00

SEE THESE TOYS IN OUR DISPLAY ROOM

WE SELL WHOLESALE ONLY

To Dealers who maintain a Merchandising Department and Buy for Resale




No.181 KEYSTONE SERVICE STATION

(4 to 9 yrs.)—This 18 x 22" well equipped service station, made of highly colored masonite and wood, is open for business. Everything is in working order—two red translucent gas tanks filled with water will operate through hose with shut-off nozzle—car may be washed—air hose works—lubricating rack lifts—elevator and elevator door operate together—can fill car tank with "gas"—motor hood on car lifts—oil may be drained—car can run down ramp from 2nd floor and from marked off parking roof. All working parts are made of plastic except lubricating rack made of metal Hours of fun for the station attendant

Each..$4.00
Doz...45.00

Each..$3.35

No.11 PACKARD CONVERTIBLE

(3 yrs. up)—A twist of the steering wheel turns on the beam headlights of this 12" open touring car. Electric horn also. Handsome heavy plastic body with windshield; bumpers, grille, hub caps and light rims of nickel. Fabrikoid upholstery. Rubber pneumatic type tires. With flashlight battery.

OUR DISPLAY ROOM WILL BE OPEN
FOR YOUR CONVENIENCE
DAY AND NIGHT
NOV. 14th THROUGH DEC. 23rd.

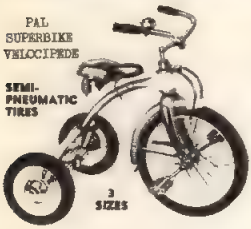
**BE SMART—ORDER FROM THE M. CONLEY CO. NOW!**

*"There'll always be a Christmas"*

# PAL—THE TOP LINE FOR '49

PAL SUPERBIKE VELOCIPEDE

SEMI-PNEUMATIC TIRES



3 SIZES

FRAME-1¼" steel tubing with 2¼" steel tubing head. Pressed steel rear step plate with non-skid tread. EQUIPMENT: Saddle has large rubber top with rear coil springs, adjustable. Pedals, Mud guard, Bell, Fork and Handle bars are of bicycle type and chromium plated. Ball bearings in front and rear wheels with 1¾"-molded rubber, semi-pneumatic and puncture proof tires.

| | | | |
|---|---|---|---|
| No.950 | 12" | SUPERBIKE | Each..$13.60 |
| No.951 | 16" | SUPERBIKE | Each..$15.10 |
| No.952 | 20" | SUPERBIKE | Each..$16.60 |

## PAL VELOCIPEDE

3 SIZES

FRAME- 1¼" steel tubing with 2" steel tubing head. Pressed steel rear step plate. WHEELS Precision ball bearing front wheel. Plain bearing rear wheel Riveted spokes. ¾"runner tires. EQUIPMENT: Fork and handle bars are of bicycle type. Pedals are solid rubber-Saddle pressed steel. FINISH: Chinese Red and White.

| | | | |
|---|---|---|---|
| No.910 | 10" | WHEEL | Each..$6.55 |
| No.911 | 13" | WHEEL | Each..$7.45 |
| No.912 | 16" | WHEEL | Each..$8.45 |

BALL BEARING FRONT WHEEL
3/4" RUBBER TIRES

## ALL METAL SCOOTER

Any youngster will be proud of this scooter that gives an airflow glide. Length 32½", Height 29½". 1 1/8" rubber tires. Equipment. parking stand brake
Painted Red & Silver.

No.1A
....Each..$2.35
6 or more.. 2.20

## Pal SUPERTRIKES

SIDEWALK BICYCLES

- Full Ball Bearing Head
- 16-Inch Wheels
- 1¾-Inch Semi-Pneumatic Tires
- CHAIN DRIVE

FRAME:Pal design 14" frame, 1" tubing main members. 1¼" tubing head. 5/8" tubular rear stays. Built-in parking stand, drop-out rear fork ends. WHEELS. 16" riveted spoke, ball bearing. 16x1.75 semi-pneumatic molded tires. Puncture proof. EQUIPMENT Double Adjustment Chromium plated handle bars-Bell is bicycle type- Embossed chain guard-ball bearing rubber pedal- Jewel rear reflector-Finish in Fire Engine Red with white trim.

No.981 BOYS' SIDEWALK BIKE Each..$22.60

NO.982 GIRLS' BIKE Same as Boys..$22.60
Finish. Persian Blue and White Trim.

## PAL SIDEWALK AUTOS

No.925 TORPEDO ROADSTER

Metal body is 36" long. Equipped with windshield, seat pad, radiator ornament, adjustable pedals and 8" double disc wheels. Tires are 5/8" rubber. Finished in Chinese Red and trimmed in white.

EACH..$10.20

No.935 FIRE CHIEF

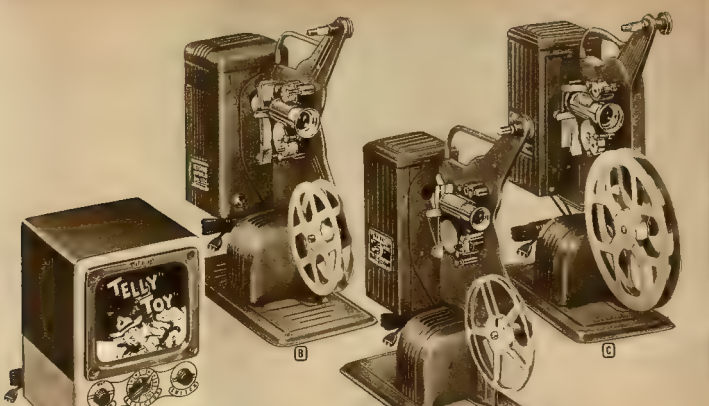
Fire Chief Auto is of heavy gauge steel in both body and undergear. Equipped with chromium plated gong bell, seat pad, adjustable pedal. 8" double disc wheels and 5/8" rubber tires. Finished in Engine Red and trimmed in white. Length 36".

EACH..$10.20

SEE THEM IN OUR DISPLAY ROOM

TELEPHONE ORDERS CHEERFULLY ACCEPTED JUST DIAL 8244

**THE M. CONLEY CO.—YOUR FAVORITE SUPPLIER**




# *Projectors for Children... Toy Television Set*

**A** **Toy Television Set** ... a toy with loads of fun for youngsters (adults, too), and there's educational value as well, when the line films listed in the column at right are used. This set is 8⅜ in. high, 6¼ in. wide. Shows the picture on a screen just like in a real TV set. 3 disks in front ... one turns on the set, one "focuses" the picture ... one changes picture. Well made aluminum cabinet with red trim. 6-lot cord. 30 Watt lamp. For 115–125-Volt, A.C. or D.C. 2 extra screens are included and 3 film disks (with 12 pictures on each disk). Assorted subjects. Order extra film discs under (E) at right.
48 T 2007—Ship. wt. 2 lbs. 8 oz. ..... 4.45

**B C D** **Keystone Movieграphs***, made for more than a quarter century by Keystone Mfg. Co., nationally known manufacturers of quality merchandise. Designed and constructed especially for the beginner. Solidly built steel bases baked-on crackle finish. Swivel action for angle projection. Equipped to take 400-lot capacity reels, 60-in. cord, constant speed A.C. motor—Underwriters Listed for 110–120-volts. Steel spring-belt driver motor rewind. Instructions. See opposite page for movie film for these projectors. Order now—pay by the month. Turn to Page 138 for Wards Monthly Payment Terms. *Registered U.S. Patent Office.

**B** 16 MM **Keystone Projector.** Junior model easy to operate. 120-watt concentrated filament bulb and polished reflector—gives clear picture projection. Ball shape lens and condenser lens 200-ft. reel (takes up to 400-ft. reels). Steel frame and base. Abt. 18 in. high.
48 T 2010—Ship. wt. 9 lbs. 8 oz. ..... 15.69

**C** 16MM **Keystone Projector.** Shows brighter, clearer pictures than projector (B). Simple for children to operate. 140-watt bulbar type projector bulb. Sliding lens for sharp focus; polished metal reflector, condenser lens. Equipped with 400-ft. reel. Die-cast frame. Spring belt retainer. About 17½ in. high.
48 T 2011—Ship. wt. 12 lbs. ..... 19.95

**D** 8MM **Keystone Projector.** Casts less to operate than 16 MM. Concentrated 100-watt filament bulb; condenser lens, ball shaped projection lens. 200-foot reel (takes up to 400-ft. reels). Steel frame and base.
48 T 2012—Abt. 14 in. high. Ship. wt. 9 lbs. ..... 19.95

**E** **Vu-Vue Film Viewer.** Magnifies special film to easy-to-see size. Made of steel with plastic eye piece and plastic lens. Simple to use ... just press the clip lever, slip in film disc, release ... and you're all set. Press a lever to shift film. Only 5½ inches in diameter. Includes 1 film disc. (Additional Film sold below.)
48 T 2008—Viewer. Ship. wt. 8 oz. ..... 87c

**Extra Film for Both Viewer and Television Set.** 8 film discs to each package, 12 pictures in each disc. Ship. wt. each package, 2 oz.
48 T 2054—Valley Forge and State Capitol (2); Motion Picture Stars (2); Dot and Dash Comics (2); Antics of Homer (2) ..... 87c
48 T 2055—How to Make Comics (2); Animals and Birds (2); Pete the Indian Boy (2); Alaska and Arizona Pictures (2) ..... 87c
48 T 2056—Florida and Hawaii (2); More Antics of Homer (2), More Animals and Birds (2), Philadelphia (2) ..... 87c
48 T 2057—Still More Antics of Homer (2); World War II (2); Mexico and South America (2); New York City and Washington, D.C. (2) .. 87c

**F** **Dick Tracy Camera and Roll of Film.** Not a toy ... you can take clear, sharp pictures with this inexpensive camera. Good quality ground and polished lens ... fixed focus. Takes both time exposures and "snaps." Easy to use—just center subject in eye-level view finder, snap small lever and "click," the picture is taken. Compartment for extra film; snap-lock on back to prevent light-leaks. Black plastic with metal trim. 5 inches long overall. Includes one No. 127 or A 8 roll of film; takes 16 pictures 1⅛x1⅝ in.
48 T 2037—Ship. wt. 1 lb. ..... 1.79
57 T 1515—Wards Senecachrome Film No. 127. Ship. wt. for 5 rolls, 14 oz. ... 5 rolls for 1.29

Use Wards Convenient Monthly Payment Plan to purchase the Projector you want and a supply of film. See Page 138 for Monthly Payment Terms.

After disking with this 8-foot offset disk, Elmer J. Groenwoldt will hitch a three 14-inch bottom plow to his D2.

# "OUR D2 MAKES A SEEDBED *That can't be Beat!*"

—Elmer J. Groenwoldt, Davenport, Iowa

Elmer J. Groenwoldt, who uses a "Caterpillar" Diesel D2 on his 120 acre Iowa farm.

On his 120 acres, Elmer J. Groenwoldt of Davenport, Iowa, uses a "Caterpillar" Diesel D2 Tractor. In addition to providing all-weather power for a combine, corn picker and all tillage work, the D2 pulls a Killefer 9-foot offset disk, disking stalk ground at the rate of 2½ acres per hour.

"Our D2 makes a seedbed that can't be beat!" states Owner Groenwoldt. "There is no soil compaction and clods are a thing of the past. My crops are consistently better since I got the D2."

Commenting on the all-weather power and traction of his "Caterpillar" Diesel, Owner Groenwoldt continues, "When you've got a D2 you are the boss. You can pick corn anytime you want. And what's more, I'm not tired at night because the D2's engine does the work of steering."

Here another "Caterpillar" owner sums up the reasons why "Caterpillar" Diesels are prized machines on farms across the country . . . reasons that mean bigger yields and bigger profits to their owners.

CATERPILLAR TRACTOR CO., PEORIA, ILLINOIS

**CATERPILLAR DIESEL**

ENGINES • TRACTORS • MOTOR GRADERS • EARTHMOVING EQUIPMENT

ENGINEERING B-W PRODUCTION

ALMOST EVERY AMERICAN BENEFITS EVERY DAY FROM THE 185 PRODUCTS MADE BY BORG-WARNER

19 OF THE 20 MAKES OF CARS CONTAIN ONE OR MORE PARTS BY BORG-WARNER. These units form BORG-WARNER, Executive Offices, 310 South Michigan Ave., Chicago: BORG & BECK • BORG-WARNER INTERNATIONAL • BORG WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • DETROIT VAPOR STOVE • FRANKLIN STEEL • INGERSOLL STEEL • INGERSOLL UTILITY UNIT • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHEBLER CARBURETOR • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • NORGE MACHINE PRODUCTS • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • SUPERIOR SHEET STEEL • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD.

# Will You Be Driving the Big Bargain in '49?

## Model "VAC"·One of 20 Great CASE Tractors

New low-wheel Case grain drills are low to fill, raise less dust. Rubber tires soften jolts of hard roads, rough fields. Built with Seedmeter, most accurate seeding mechanism made; drops evenly in all furrows with fine or coarse seed, light or heavy seeding rates.

Case Soil Conservation disk harrows angle and straighten "on-the-go" with complete power control by trip-rope. No stopping or slowing to cross protective sod without cutting. Case also builds the famous "JA" heavy-duty harrow, wide type harrows, offset orchard harrows.

"Mighty lot of tractor for the money"... "most capable in the low-price class"... "gets more work done than anything its size." When you hear owners talk like that about the Case "VAC" you know it's the tractor that fits both their farming and their pocketbooks.

Production of the "VAC" has been stepped up again and again, to catch up with overwhelming demand. See your Case dealer now. You may be able to drive this big bargain in 1949. If you have to wait a little longer, it's well worth the waiting to get a tractor that will see you through the long pull ahead.

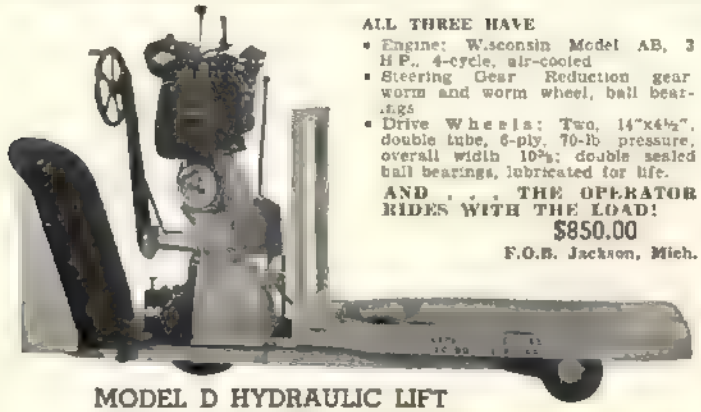
Whether it's the "VAC" or one of the larger Case tractors that fits your farming, you get a Case-built engine that pulls stronger when slowed down, saves gear shifting. You get gear speeds and balanced traction weight to make the most of eager power. And you get Case ENDURANCE. It means continued fuel economy, ability to run long hours without faltering, long years with little expense for upkeep.

**It pays to farm with Case all the way**

Among 20 models of Case tractors is the size to fit your acreage, the type to fit your crop system. Write for latest catalog on the size you need. Ask for folders on the Centennial plow (shown above) or one-way plows; any type of harrow, planter or grain drill; Slicer-Baler, forage harvester or other hay machines; 3, 6, 9, or 12-foot combine; manure spreaders, farm trucks, grain elevators, hammer mills. Address Dept. A-31, J. I. Case Co., Racine, Wis.

# CASE

# truck-man . . . the Operator Rides!



**ALL THREE HAVE**

- Engine: Wisconsin Model AB, 3 H.P., 4-cycle, air-cooled
- Steering Gear: Reduction gear worm and worm wheel, ball bearings
- Drive Wheels: Two, 14"x4½", double tube, 6-ply, 70-lb pressure, overall width 10⅝; double sealed ball bearings, lubricated for life.

**AND . . . THE OPERATOR RIDES WITH THE LOAD!**

**$850.00**

**F.O.B. Jackson, Mich.**

## MODEL D HYDRAULIC LIFT

**MODEL D SPECIFICATIONS**

Transmission Reducer: Steel spur gear, double sealed ball bearings enclosed drive.
Elevating Platform: Length, 54"; width, 27"; platform lift, 3½".
Load Wheels: 8" diameter x 4" width.
Brakes: Two, one on each load wheel. Lift and Snubber: Hydraulic.

Miscellaneous Specifications:

| | | | |
|---|---|---|---|
| Turning radius | 84½" | Height (clutch lever) | 54" |
| O.A. length, platform down | 101½" | Speed | 1 to 5 M.P.H. |
| O.A. length, platform up | 98½" | Total weight (empty) | 915 lbs. |
| Wheelbase | 54" | Load capacity | 3000 lbs. |
| | | Load on drive wheels | 25% |
| | | Load on load wheels | 75% |

Lift Forks: Heavy channel steel, 9" wide, for 40" to 48" pallets.
Lift: Hydraulic, auto primed, with complete operation from driver platform.
Brake: Transmission type, operated in conjunction with clutch lever, single control.
Turning Radius: 90½".
Final Drive: Roller chain, ¾ pitch, ½" face, enclosed.
Wheels: Rubber insert load wheels for easy riding, pneumatic drive wheels for traction dual.

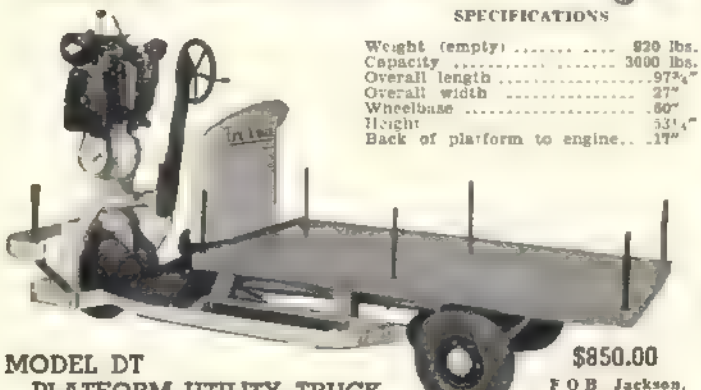
**$850.00**

**F.O.B. Jackson, Mich.**

## MODEL DF PALLET TOTER

**SPECIFICATIONS**

| | |
|---|---|
| Weight (empty) | 920 lbs. |
| Capacity | 3000 lbs. |
| Overall length | 97¾" |
| Overall width | 27" |
| Wheelbase | 60" |
| Height | 53¼" |
| Back of platform to engine | 17" |



## MODEL DT PLATFORM UTILITY TRUCK

**$850.00**

**F.O.B. Jackson, Mich.**

All maneuvering features of other Truck-Man units. Light, speedy, general utility carrier with ample deck space. Ideally suited for handling of baggage, awkward crates, pipe, bar stock, bagged cement and other manually loaded goods. For plant fire-fighting truck, mobile maintenance workshop, pressure greasing unit and other industrial odd-jobs. AND THE OPERATOR RIDES WITH THE LOAD!

**SPECIFICATIONS**

| | |
|---|---|
| Platform | 36"x86" |
| Wheelbase | 72" |
| Overall length | 108" |
| Overall width | 36" |
| Ground clearance | 5½" |
| Loading height | 16" |

4 pneumatic industrial tires, 14"x4½", 6-ply.
2-speed transmission allows both high and low speed, instantly available in forward or reverse.

## TRUCK-MAN FEATURES

**ENGINEERED FOR THE JOB.** Production men from coast to coast find the three Truck-Man models speed movement of materials in plants of all kinds. Take over the tough jobs 24 hours a day with efficiency and dependability — at amazingly low cost! Designed for the job by a well-known automotive engineer . . . built to the highest standards.

**OPERATOR RIDES.** Present conditions eliminate "common" (and therefore cheap) labor, making it difficult to find people for heavy drudge work. With Truck-Man **The Operator Rides With The Load!** This reduces fatigue, increases tonnage hauled, removes from operators' minds the onus of being "truck horses."

**SIMPLE, RUGGED CONSTRUCTION.** Truck-Man can "take it!" Sturdy, of extremely simple design. Uses time-proven parts produced in Big Volume—thus keeping first costs 'way down. Outstanding dependability means long life, minimum down-time and maintenance expense. Exchange motors in 10 minutes.

**360° TURNING.** Turn in their own length! Snake in and out of narrow spaces with ease.

**LOWEST OPERATING COST.** Any Truck-Man can be operated for approximately eight hours at three-fourths load on a gallon of gas. No lay-up time, battery charging or charging equipment necessary. The use of lubricating oil is negligible. **Grease-Sealed Ball Bearings** used on all rotating parts eliminate lubrication at these points. Timken Roller Bearings in load wheels require lubrication only at very long intervals.

**LOW FIRST COST.** You gain two big advantages from Truck-Man's simplicity of design: (1) rugged dependability, and (2) lowest initial cost.

**TWO SPEEDS.** The patented two-speed drive in Models D and DT allows both a low and high speed instantly available in forward or reverse. Low is used for starting, on inclines and for carrying heavy loads over rough floors. For light loads on straightaways, throw it into high with a flick of the wrist.

**DASH-POT CONTROLS.** Adjustable hydraulic action automatically controls the heavy handed operator. Heaviest loads start gently without jarring or risk of damage to fragile products. Elimination of jerkiness saves wear and tear on drive belts.

**LIGHT WEIGHT.** By adapting modern engineering design in Truck-Man development, light weight was attained without sacrificing strength. The total weight of 920 pounds means that Truck-Man fits right into your plant picture—and can be used without the need for expensive floor changes.

**SEAT-GUARD.** Serves as a guard for the operator, a support when operator is standing, and a seat for longer runs. Particularly important where women may be employed.

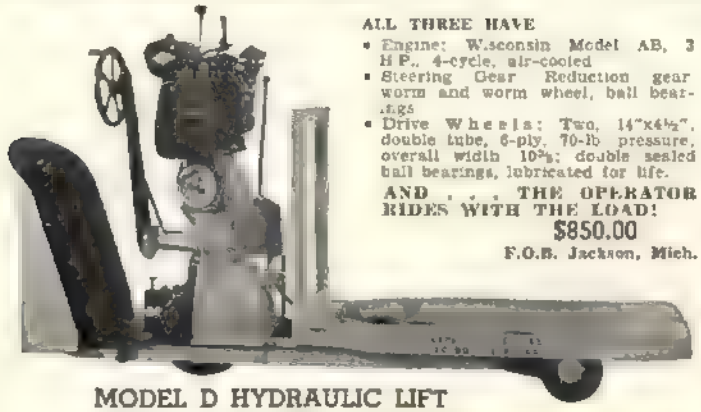
**HYDRAULIC LIFT.** The smooth, auto primed hydraulic lift handles all loads gently. Fingertip control on let-down action.

**SIMPLIFIED CONTROL.** All movement controls are within 12" circle. This permits instant control without the necessity of reaching or bending, saves time and effort, affords increased safety.

**SAFETY FEATURES.** All Truck-Man units comply with safety codes. Painted orange for high visibility and safety; dead man brakes which automatically set when operator leaves driver's position. Listed by Underwriters' Laboratories, Inc.

320-1-49

# truck-man . . . the Operator Rides!



**ALL THREE HAVE**

- Engine: Wisconsin Model AB, 3 H.P., 4-cycle, air-cooled
- Steering Gear: Reduction gear worm and worm wheel, ball bearings
- Drive Wheels: Two, 14"x4½", double tube, 6-ply, 70-lb pressure, overall width 10⅝; double sealed ball bearings, lubricated for life.

**AND . . . THE OPERATOR RIDES WITH THE LOAD!**

**$850.00**

**F.O.B. Jackson, Mich.**

## MODEL D HYDRAULIC LIFT

**MODEL D SPECIFICATIONS**

Transmission Reducer: Steel spur gear, double sealed ball bearings enclosed drive.
Elevating Platform: Length, 54"; width, 27"; platform lift, 3½".
Load Wheels: 8" diameter x 4" width.
Brakes: Two, one on each load wheel. Lift and Snubber: Hydraulic.

Miscellaneous Specifications:

| | | | |
|---|---|---|---|
| Turning radius | 84½" | Height (clutch lever) | 54" |
| O.A. length, platform down | 101½" | Speed | 1 to 5 M.P.H. |
| O.A. length, platform up | 98½" | Total weight (empty) | 915 lbs. |
| Wheelbase | 54" | Load capacity | 3000 lbs. |
| | | Load on drive wheels | 25% |
| | | Load on load wheels | 75% |

Lift Forks: Heavy channel steel, 9" wide, for 40" to 48" pallets.
Lift: Hydraulic, auto primed, with complete operation from driver platform.
Brake: Transmission type, operated in conjunction with clutch lever, single control.
Turning Radius: 90½".
Final Drive: Roller chain, ¾ pitch, ½" face, enclosed.
Wheels: Rubber insert load wheels for easy riding, pneumatic drive wheels for traction dual.

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| Overall length | 97¾" |
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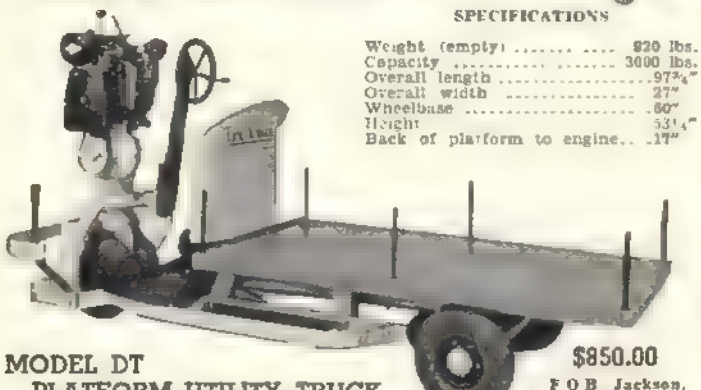
| Height | 53¼" |
| Back of platform to engine | 17" |



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**$850.00**

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**SPECIFICATIONS**

| | |
|---|---|
| Platform | 36"x86" |
| Wheelbase | 72" |
| Overall length | 108" |
| Overall width | 36" |
| Ground clearance | 5½" |
| Loading height | 16" |

4 pneumatic industrial tires, 14"x4½", 6-ply.
2-speed transmission allows both high and low speed, instantly available in forward or reverse.

## TRUCK-MAN FEATURES

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**SIMPLE, RUGGED CONSTRUCTION.** Truck-Man can "take it!" Sturdy, of extremely simple design. Uses time-proven parts produced in Big Volume—thus keeping first costs 'way down. Outstanding dependability means long life, minimum down-time and maintenance expense. Exchange motors in 10 minutes.

**360° TURNING.** Turn in their own length! Snake in and out of narrow spaces with ease.

**LOWEST OPERATING COST.** Any Truck-Man can be operated for approximately eight hours at three-fourths load on a gallon of gas. No lay-up time, battery charging or charging equipment necessary. The use of lubricating oil is negligible. **Grease-Sealed Ball Bearings** used on all rotating parts eliminate lubrication at these points. Timken Roller Bearings in load wheels require lubrication only at very long intervals.

**LOW FIRST COST.** You gain two big advantages from Truck-Man's simplicity of design: (1) rugged dependability, and (2) lowest initial cost.

**TWO SPEEDS.** The patented two-speed drive in Models D and DT allows both a low and high speed instantly available in forward or reverse. Low is used for starting, on inclines and for carrying heavy loads over rough floors. For light loads on straightaways, throw it into high with a flick of the wrist.

**DASH-POT CONTROLS.** Adjustable hydraulic action automatically controls the heavy handed operator. Heaviest loads start gently without jarring or risk of damage to fragile products. Elimination of jerkiness saves wear and tear on drive belts.

**LIGHT WEIGHT.** By adapting modern engineering design in Truck-Man development, light weight was attained without sacrificing strength. The total weight of 920 pounds means that Truck-Man fits right into your plant picture—and can be used without the need for expensive floor changes.

**SEAT-GUARD.** Serves as a guard for the operator, a support when operator is standing, and a seat for longer runs. Particularly important where women may be employed.

**HYDRAULIC LIFT.** The smooth, auto primed hydraulic lift handles all loads gently. Fingertip control on let-down action.

**SIMPLIFIED CONTROL.** All movement controls are within 12" circle. This permits instant control without the necessity of reaching or bending, saves time and effort, affords increased safety.

**SAFETY FEATURES.** All Truck-Man units comply with safety codes. Painted orange for high visibility and safety; dead man brakes which automatically set when operator leaves driver's position. Listed by Underwriters' Laboratories, Inc.

320-1-49

**INTRODUCING . . .**

"New London"

**TABLE & CHAIR SETS**

FOR LITTLE FOLKS 1½ TO 5 YEARS

and for

DOLLIES of the JUNIOR MISS

*Suggested Retail Price (in the East)* **$7.98**

The same thought to quality and safety for which "New London" Doll Strollers are known.

**NEW LONDON METAL PROCESSING CORP.**
NEW LONDON, CONN.

**For Added Profits**

A charming modernistic table with tempered masonite top; two all-tempered steel chairs, on 2 lustrous color combinations; ten attractive decals.

Dimensions. Table: height 13¼", top 16" x 18"; Chair height 13", width 9½".

Table legs of tempered steel riveted to tempered masonite top, to assure lifetime construction. Chairs at all-tempered steel, riveted and bolted for greatest strength and safety.

Set packed completely assembled in one compact space-saving carton which carries shipping rate equivalent to KD rates.

*Sample Sets shipped on request*

"IT'S KEYSTONE PREFERRED"

"RIDE 'EM" STEEL TOYS
(REGISTERED U. S. PATENT OFFICE)

SAIL BOATS
TOY MOVIE PROJECTORS
DOLL HOUSES
MECHANICAL TOYS
GAS STATIONS
FIRE STATIONS
FARM SETS

ROOM 442—FIFTH AVENUE BUILDING, NEW YORK

**KEYSTONE MFG. CO.**
151 HALLET STREET BOSTON, MASS.

**TURNER *Quality* STEEL TOYS**

**A RED WAGON *Built To Last***

For real value nothing beats our #650 "TURNER JET" Wagon. Modern streamline design with rubber tires. Strongly made to last—priced to sell fast

*Write for Catalog of the complete Turner Line*

**THE JOHN C. TURNER CORP.**
*Home Office and Factory:* Wapakoneta, Ohio
*New York Office:* 1107 Broadway

"Susy Goose"
**Housecleaning Sets**
★
"Friendly Acres"
**Dairy Farm**
★
**KIDDIE BRUSH AND TOY CO.**
Janesville, Michigan

**MASTER BUILDER PLASTIC CONSTRUCTION SETS**

Stocks available nationally. Complete nation-wide sales coverage. Strategically located stock piles. Colorful displays and dealer aids.

**MASTER BUILDER TOY, INC.**
1750 Berkeley
Santa Monica, Calif.

*DeLuxe Model*
**PAPER POPPER PISTOL**

*Super Automatic*
**POLICE CAP PISTOL PLAY SETS**

SET CONSISTS OF FOUR PARTS —
1 POLICE CAP PISTOL — 1 POLICE BADGE
1 POLICE WHISTLE — 1 POLICE PERMIT

NEW LOW PRICES

*Write for Samples and Information*

**MELDON BROTHERS CO.**
4748 HOUGH AVENUE
EXpress 3858 CLEVELAND 3, OHIO


PLAYTHINGS, 71 West 23rd Street, New York 10, N. Y.

I want to receive PLAYTHINGS every month. Enter my subscription for one year, for which I enclose $3.00 (Foreign, $10.00).

Name . . . . . Firm. . . . . .

Address . . . . . .

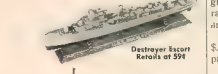
(Check type of business) Retailer . . . Wholesaler . . . . . Manufacturer . . . . . Other Classification . . . . . .

9-49

StromBecKer brings you lots of new solid wood model kits for quick turn-over! Planes, ships, trains! Write for details!

Beechcraft Bonanza Retails at 59¢

Destroyer Escort Retails at 59¢



Frigate Retails at 39¢

Aircraft Carrier Escort Retails at 59¢

Heinz Vinegar Tank Car Retails at 40¢

Hopper Car, C. & O Retails at 40¢

City of San Francisco Retails at $2.50

Baltimore & Ohio Retails at $2.50

Freight cars and streamliners are HO-gauge scale (3.5 m.m. to 1 ft.) Streamliners can be electrified

StromBecKer
FIRST IN SOLID MODELS

STROMBECK-BECKER MFG. CO., MOLINE, ILLINOIS
200 Fifth Avenue, New York City


### NEW HERKIMER PLUG

Herkimer Tool and Model Works, Inc., Herkimer, N. Y., announces that after block testing over 20,000 "O.K." Cub engines and after making special tests with thousands of glow plugs, they finally developed a plug which gives unfailing performance

This plug is now offered through their regular distributors and to the trade for replacement in the "O.K." Cub and Bantam models.

"O.K." glow plugs are now available in two models for the replacement field covering all makes of engines using ¼-32 short (V-3) or ¼-32 long type (V-2)

The new "O.K." glow plug has a platinum element which will operate over a wide range of engine speeds This is due to the type of element used, which will glow within a comparatively low heat range and therefore produces easy starts and ease of acceleration

The "O.K." glow plug is being offered at $.49 each retail. "O.K." glow plugs are packaged 12 to an attractive display box.

### WM. BISHOP CO. ANNOUNCES NEW SHELLCRAFT CEMENT

The hobby of shellcraft has been gaining rapidly during the past few years and due to its popularity it was necessary to perfect a special shellcraft cement that would not only stick but would also be waterproof, easy to use, and retain its adhesiveness in all climatic conditions

After months of scientific research and experimentation the William Bishop Co., of 3223 Burton Ave., Burbank, California, nationally known adhesive specialists, has perfected this new product

The Hollywood Shell & Toy Co of California, a pioneer in the shellcraft field, recognizing the need among shellcraft hobbyists for adhering cement, now features Meteor shellcraft cement, made by the William Bishop Co., in all their shellcraft kits

Meteor shellcraft cement is packaged in bright red-yellow-blue tubes, following the pattern established by the Meteor model airplane cement which is enjoying increasing popularity among hobbyists on the Pacific coast

Jobbers and manufacturers are invited to write for samples and further information.

### STROMBECK-BECKER OFFERS BEECHCRAFT BONANZA KIT

A realistic solid wood model of the famous Beechcraft Bonanza flown by Capt. Bill Odom on his recent record-breaking flight is reproduced in a new kit released by the Stromback Becker Mfg Co., Moline, Ill. Odom's plane established the world's non-stop single engine distance record by flying from Honolulu to New Jersey in 36 hours

The StromBecKer model is scaled ¾-inch to one foot and is complete with full-color decal trim and metal landing gear brackets with rubber main wheels. It reproduces in authentic detail the original Bonanza—a four-place, single-engine, low-wing monoplane with "V" tail and retract-

Frederick Strombeck, Jr., right, presents a scale model of a Beechcraft Bonanza to Capt. Bill Odom during Odom's recent tour of airports with his record-making plane.

able landing gear The StromBecKer Bonanza Kit will retail at 59¢

All StromBecKer models are simple enough for beginners to assemble, yet older fans like them for their fidelity to detail. Their ready-shaped, precision-machined parts make for quick assembly, and all the equipment necessary to complete the model is in each kit, including sandpaper, glue and illustrated step-by-step instructions


"O.K." AMERICA'S LEADING MINIATURE ENGINE LINE

ANNOUNCING
NEW LOW PRICES
Effective January 1st "O.K." miniature engines will retail at the following low, low prices:

GLOW PLUG MODELS
BANTAM 19
HOT HEAD 29
SUPER 60
$9.95
with glow plug, less tank

SPARK IGNITION MODELS
BANTAM 19
SUPER 29
SUPER 60
$11.95
with spark plug and tank

"O.K." $CO_2$
Same low price as ever...$4.95

You obtain more repeat sales . . . make greater profits . . . by handling "O.K."—the only complete miniature engine line on the market. Every "O.K." is precision engineered, more durable, easier starting. It's these features that have established "O.K." leadership. And it's these same features that "sell" hobbyists . . . convert them into steady customers for other "O.K." engines, parts and accessories.

HERKIMER TOOL & MODEL WORKS, INC.
179 Harter Street, Herkimer, N. Y.

Canada: Herkimer "O.K." Engine Co., 511 Hayward Bldg., Toronto. Exports 120 Wall St., New York S. All cables: Concordia, N. Y.

**1,250,000** Kids (by latest Hooper Rating) from Coast to Coast see this Unique Display of Mechanical Toys every week on Television via the Howdy Doody Show. They know Unique Toys as their parents know their favorite cigarettes. They know not only the Unique brand name, but also each of the Unique Toys by name. In fact kids visiting the show have identified the various Unique Toys wrapped in paper merely by the size of the package.

Alert Toy Dealers throughout the country* are setting up replicas of the Unique Television Display in their departments. They report immediate recognition by children and mothers and "noisy" demand for the wonderful Unique Toys that the kids have so often seen on the Howdy Doody Show.

In response to dealer requests we have prepared a print showing the construction and size of the Unique Display appearing in the Howdy Doody Show as well as copies of the familiar Unique Trademark and other pertinent material. These are available to you upon request on your letterhead.

*Credit is given to Meyer & Thalheimer as the first to set up Unique's Television Display in their Baltimore Toy Department.

**200 WAVERLY AVENUE, NEWARK 8, N. J.**

NO 707 : 7 Light
Indoor Multiple Outfit

NO 808 : 8 Light
Indoor Series Outfit

# *Again a top name*

## IN CHRISTMAS TREE LIGHTING!

Attractive packaging, G. E. colored lamps plus top-grade materials and construction have all combined to make USALITE again a top-name in Christmas Tree Lighting . . . quick profitable sellers wherever displayed. And all USALITE Outfits carry Underwriter's Laboratory Re-examination service tags—your GUARANTEE of dependability.

Our new line for '49 will include a variety of novel, outstanding Christmas Decorations in addition to our regular Christmas Tree Outfits. Ask your jobber about them as well as USALITE (No. 9822) richly styled two-tone Black & Chromium Pre-focused Spotlight—the USALITE (No. 49) PURSE & POCKET FLASHLIGHT—America's handiest, handsomest flashlight.

**UNITED STATES ELECTRIC MFG. CORPORATION**
222 West 14th St., New York 11, N. Y.

NO. 714 : 7 Light
Indoor Multiple Outfit

NO 907 7 Light
Outdoor Weatherproof
Outfit

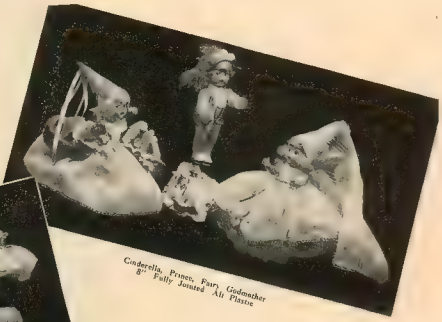
**usalite**

# *Christmas Lights*

Series & Multiple Type

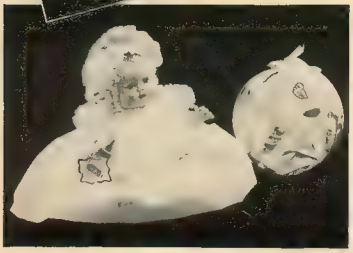
**WITH G. E. COLORED LAMPS**

See us at the TOY FAIR,
ROOM 632
HOTEL NEW YORKER
March 7th to 18th



"CRIB CROWD"
Lavabie 8" — fully jointed — all plastic miniature series with curly tousle-tone wigs

Cinderella, Prince, Fairy Godmother
8" Fully Jointed All Plastic



# Fashion Leaders in Doll Society

**15" Vogue Velva Wetting Baby**

Vogue Velva Baby. All plastic fittings made and tested in the laboratories of the Fuller Brush Co. Will not pull apart under 65 lbs. pressure. Filled 100% with pure foamed rubber.

*Send for price list and catalog*

*Factory and Main Office:*
33 SHIP AVE., MEDFORD, MASS.

*New York Offices and Showrooms:*
KAY-ROSE CO.
Hotel McAlpin — CHickering 4-1716

*Representatives:*
MRS. E. D. LEAVITT
1522 Merchandise Mart
Chicago, Illinois

MR. A. H. FREMONT
7301 N. E. Fifth Ave.
Miami 38, Florida

ERLACH-LEE CO.
1355 Market St., Room 970
San Francisco 3, California

Vogue Dolls, INC.

# MARINER

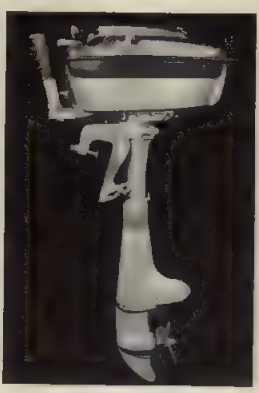
## OUTBOARD MOTORS

- QUIET UNDERWATER EXHAUST
- PERMANENTLY MAGNETIZED HIGH TENSION MAGNETO
- LO-EXPANSION METAL PISTONS
- POSITIVE LUBRICATION
- ZEROL CUT SILENT GEARS
- NEOPRENE GREASE SEALS
- SALT WATER CORROSION-PROOFED BY ALROK PROCESS
- DUAL JET CONCENTRIC TYPE CARBURETOR
- REMOVABLE CYLINDER HEAD
- CENTRIFUGAL PUMP POSITIVE COOLING

**MADE BY CHAMPION MOTORS CO.**
**One of America's Greatest Outboard Motor Manufacturers**

### STANDARD SINGLE

**4.2 H.P.** Here's a powerful popularly priced Single Cylinder motor, **incorporating the features listed above**, that gives the flash and performance of the average lite twin. Throttles down to smooth steady trolling speeds. **Has automatic co-skipper steering and quick one pull starting.** Five quart tank with dual jet carburetor. Speed range (depending on boat) approximately 1 to 10 M.P.H. Weight 37 lbs. LIST 132.50
**No. 4S-1VA.** Dealer's, each, **92.75.** Less 2%, Net **90.89**



### DELUXE SINGLE

**4.2 H.P.** Moderate in size, modern in design. It's the ideal fishing motor. Has maneuverability and speed to get quickly to the fishing spots with steady trollability. Incorporates all the features listed above, plus **automatic rewind starter** and **fully automatic co-skipper 360 degree steering.** Speed range (depending on boat) approx 1 to 10 M.P.H. 5 qt capacity tank Weight 39 lbs. LIST 147.50
**No. 4S2VA.** Dealer's, each, **103.25.** Less 2%, Net **101.18**

### DELUXE LITE TWIN

**7.9 H.P.** A two cylindered all purpose high powered motor at a very reasonable price. Designed especially for family use on lakes and for commercial duty as well. Sustained speed for pleasure cruising plus good flexibility. Has all the features listed above plus **automotive type carburetor—high tension magneto—fully automatic co-skipper—reverse steering and automatic rewind starter. Two cilinmate firing cylinders.** Speed (depending on boat) Approx. 11½ - 18 M.P.H. 6 qt tank capacity Weight 49½ lbs Here's a sturdy quiet easy to start dependable motor to sell with confidence LIST 195.00
**No. 4S4VA.** Dealer's, each, **136.50.** Less 2% Net **133.77**

**CONVERTS A BICYCLE INTO A MOTOR BIKE IN LESS THAN 30 MINUTES**

## TRAVIS "BIKE" MOTOR

### has ALL these Fine Features

- 1 H.P. 2 CYCLE MULTIFINNED ENGINE . . . AIR COOLED
- MOTORCYCLE TYPE CONTROL . . . SPEEDS OF 5 TO 25 M.P.H.
- DIRECT DRIVE ONTO FRONT WHEEL . . . NO BELTS OR GEARS
- ECONOMICAL . . . OVER 150 MILES PER GALLON

Easy to install—easy to operate—here's a top quality dependable motor anyone can afford.

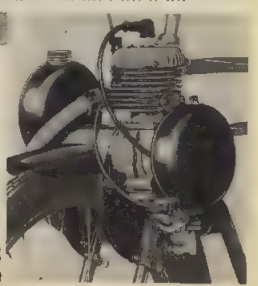
No belts pulleys or gears—nothing to get out of order. Push down or lift special fender and motor is engaged and disengaged. A slight turn of the handle adjusts speed from 5 to a safe 25 M.P.H.

**Compression Release mechanism** cuts off motor compression when gas is turned off making for easy paddling to start engine. No clutch needed for starting or stopping.

This fully guaranteed two cycle 1 H.P. railing motor gets 150 miles to a gallon of gas. Weighs only 17 lbs. LIST 69.95 plus 2.27 Fed. Tax
**No. 4S-700M.** Dealer's, each, **54.72** (including tax) Less 2%, Net. ..... (Tax Included)

**NOTE THIS LOW PRICE**

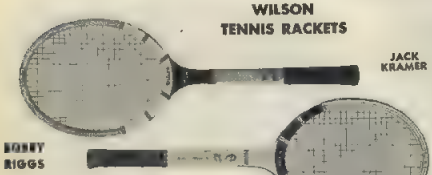
**53.63 Net**



OUTBOARD MOTORS NOT INCLUDED IN OUR PREPAID FREIGHT OFFER

# SPORTING GOODS EQUIPMENT

## WILSON TENNIS RACKETS

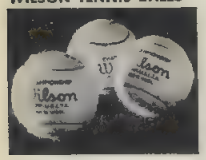



### BOBBY RIGGS GOLDEN STATE

Designed by Bobby Riggs for the popular price field. Like all Wilson rackets, this model has a **Strata-Sew frame** made of white ash and red and blue fibre laminations. Shoulders have a blue overlay and the throat and handle are finished in white. Blue and white fibreloid bindings on throat and shoulders. High grade, black calfskin, perforated grip. Strung with Nylon.

**No. 4ST-2234.** LIST 10 00.
Dealer's, each, 6.45.
Less 2% Net **6.32**

### WILSON TENNIS BALLS



**Wilson Championship** natural rubber tennis balls are packed in vacuum-sealed metal cans . . . 3 to a container. Sold in dozen lots only.

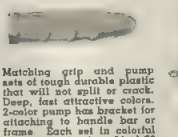
**No. 4SG-A150.** LIST 65c each
Dealer's, per doz., 5.85
Less 2%, Net **5.73** DOZ.

### JACK KRAMER SIGNATURE MODEL

A smart rugged racket . . . especially designed for better players. Choice materials throughout with finest craftsmanship. "Strata-Sew" frame constructed with select all white ash laminations white shoulder overlays. Red fibre reinforced throat. Basswood handle. Red, white and black binding. Fine quality red leather grip with outside center grooves. Strung with nylon.

**No. 4S-T-2138.** LIST 13 50
Dealer's, each, 10.15
Less 2%, Net **9.95**

### PLASTIC BIKE PUMP AND HANDLE GRIP SET



Matching grip and pump sets of tough durable plastic that will not split or crack. Deep, fast attractive colors. 2-color pump has bracket for attaching to handle bar or frame. Each set in colorful counter display box. List 1 79

**No. 4S-P-815.**
Dealer's per set, 75c.
3 sets, per set, 60c.
Less 2%, Net (per set) **59c**

### WILSON "TRAPPER" BASEMEN'S MITT

**Professional Trapper** gives freer Action of all fingers. Hand in mitt reacts automatically, closing over ball at impact. Top quality tan cowhide, fully oiled. Hand formed felt pad, fibre reinforced thumb and finger sections. Greased set pocket, roll leather binding, rawhide leather lacing adjustable leather loop for little finger and leather wrist straps laced and padded with lamb's wool. LIST 14.35

**No. 4S-A 2680.** Right handed player
**No. 4S-R-2582.** Left handed player
Dealer's, each, 10.75
Less 2%, Net **10.53**

### WILSON'S NEW BALL HAWK

**Professional Ball Hawk** — Has new, one-piece pitcher's type web for concealing ball. Popular with major league pitchers and used extensively by infielders. Made of good grade, tan colored cowhide, fully oiled. Hand formed jute felt padding, adjustable leather wrist strap and rawhide lacing at wrist.
LIST 10.50

**No. 4S-A-2200.** Right-handed player
**No. 4S-A-2202.** Left-handed player
Dealer's, each, 7.75
Less 2%, Net **7.59**

## Combination BOWLING BALL & SHOE BAG

**Keystone Style.** Made of heavy rubberized duck. Pleasing 2-tone color. Unbreakable plastic handles, leather trimmings. Full size rubber cup base with masonite bottom. Large brass studs. Seams welted with large bead plastic welting. 24 in. Zipper reinforced with double needle stitching. Will hold size 14 shoe.

**No. 4S-K4C.** LIST 5 00.
Dealer's, each, 3.59.
Less 2%, Net **3.14**

### ALL LEATHER MODEL

**Keystone style** Bowling Bag, made of top grain Elk leather. Unbreakable plastic handles. Full size rubber cup base with masonite bottom. Large brass studs. Seams welted with large bead plastic welting, 24 in. zipper reinforced with double stitching.

**No. 4S-E2B2L.** LIST 10 00.
Dealer's, each 6.65.
Less 2%, Net **6.52**

### ZIPPER BOWLING SHOE BAG

Shoe bag, made of heavy rubberized duck, in pleasing 2-tone colors. 12 in. zipper, leather trimmings, large bead plastic welt

**No. 4S-E1C.** List 1.75.
Dealer's, each, 1.15.
Less 2%, Net **1.13**

## BICYCLE ACCESSORIES

### EA ELECTRIC HORN

Penetrating warning signal, pleasant tone, finished in white baked enamel. Uses 2 standard flash light cells. Length 6¾ in. Mount on handlebars or fender.

**No. 4S-EA-71.** LIST 2.17.
Dealer's, each, 1.36.
Less 2%, Net **1.27**

### EA HEADLAMP

White baked enamel finish with shatterproof lens. Mounts on handlebar or fender. Uses two standard flashlight batteries. Length 8¼ in.

**No. 4S-EA-84W.** LIST 1 05.
Dealer's, each, 83c.
Less 2%, Net **.82¢**

### EA TWIN TAIL LAMPS

These lamps mount on each side of either front or rear axle. Green on right, red on left side. Baked white enamel finish. Each lamp uses 1 standard flashlight cell.

**No. 4S-EA-85:** LIST 1 25 per pr.
Dealer's, each, 75c per pr
Less 2%, net... **73¢**

### STEWART-WARNER BIKE SPEEDOMETER

This complete speedometer measures trip mileage, total mileage and speed with dependability and accuracy. Measures trip up to ten miles and total mileage up to 1,000 miles. May be reset after each trip. Precision built with magnetic type mechanism enclosed in durable case with shatterproof lens, and heavy steel theft-proof bracket. Flexible cable conforms to contour of fork. Noiseless cable gear

**No. 4S-W-785:** LIST 5 50
Dealer's, each, 4.10. Lots of 20, each, 3.85
Less 2%, net... **3.77**

### PENNSYLVANIA BICYCLE BALOON TIRES AND TUBES

Made of high grade materials, by modern manufacturing methods. Pennsylvania bicycle tires give miles of safe, comfortable riding.

**No. 4S-P-490:** 26 x 2.125 tire LIST 2.45
Dealer's, each, 1.62.
Less 2%, net **1.59**

**No. 4S-P-280.** 26 x 2.125 tube. LIST 1 40
Dealer's, each, .92
Less 2%, net..... **90¢**

# Wolverine BOATS

**THE WINNER!** A 15-year-old boy pitted his skill, motor and 12' Wolverine Runabout against a field of 46 other entries in Class III of the Albany to New York Outboard Marathon and won in the remarkable time of 4:47.03 for the gruelling 134 miles. An average speed of 27.9 M.P.H., with a 10 H.P. motor. This record exceeds last year's mark by nearly 10 Miles Per Hour

## WAGEMAKER
## Builds Fast Boats

Wagemaker built "Wolverines" can take it. In 1948 they proved it again in gruelling outboard races. Picture at top shows the winner of *Albany to New York* 1948 *Outboard Marathon*. Picture at left shows Bill Berry, first place winner, holding Trophy won at *North American Class B Utility Boat Championship, Milwaukee*, 1948, driving a "Wolverine". The new 1949 "Wolverine" models are designed and built for even more speed. Make it a "Wolverine" this year for Speed—Fishing—or Fun. Over 50 models to choose from; a boat for every purpose.

SEE THEM AT THE NEW YORK SHOW

**WAGEMAKER COMPANY**

DEPT. 15 • GRAND RAPIDS, MICHIGAN

Wagemaker WOLVERINE BOATS

Wagemaker
GRAND RAPIDS, MICH.
WOLVERINE BOATS

# MECHANICAL TOYS WITH REAL SALES APPEAL

## WALT DISNEY MECHANICAL FREIGHT

Constructed of steel, attractively designed and lithographed with Disney characters and a landscape scene. Five unit miniature mechanical train speeds around track imbedded in the metal base. Locomotive is powered by a sturdy clockwork motor with brake. A station and tunnel add to the realism of the landscape. Base measures 21½ in. long, 12¾ in. wide. Train measures 15¾ in. long, 1 in. wide, and 1¾ in. high. (Mfr.'s #1832.)

**No. 8T-3531.** Dealer's price, each, 1.54. Lots of 6, each, 1.49. Less 2%, Net **1.46**

## TOY CRANE

Sturdily constructed of metal and colorfully lithographed. Crane can be turned, bucket raised or lowered. Lever can be shifted to control action of bucket as well as revolving action of crane. 18 in. high.

**No. 8T-1062.** (Mfr.'s #20.) Dir.'s, each, 1.12. 6, ea., 1.08. Less 2%, Net..... **1.06**

## MERRY-GO-ROUND

Brightly lithographed, heavy gauge metal, operates without winding. Pressure at the lever in the base revolves the toy, while the musical unit plays a tune. Includes 4 horses, flags and airplanes, which rapidly whirl as toy revolves. 10¾ in. high. Base diam. 11 in. (Mfr.'s #1111.)

**No. 8T-3548.**
Dealer's, each, 2.75.
Lots of 6, each, 2.65.
Less 2%, Net..... **2.60**

## MYSTERY ALPINE EXPRESS

Made of lithographed metal. Consists of 2-car train, with wind-up motor on front car. 2 tracks run through tunnel and station. Train rides into tunnel and comes out on different track. (Mfr.'s #250.)

**No. 8T-3504.** Dir.'s, each, 2.11. 6, each, 2.03. Less 2%, Net **1.99**

## MOUNTAIN EXPRESS

*Wind-Up Motor*

A delightful toy, constructed entirely of brightly lithographed metal. Express car has wind-up motor which drives it over a series of four elevated mountain tracks. Measures 43 inches long, 7 inches high. (Mfr.'s #504.)

**No. 8T-3503.** Dealer's price, each, 2.46. Lots of 6, each, 2.37. Less 2% Net **2.32**

## SKI JUMPER

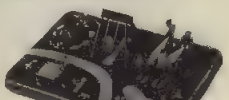
Brightly lithographed. Jumper glides down incline, somersaults over hurdle, and lands right side up. 25⅝ in. long, 5⅞ in high. (Mfr.'s #32A.)

**No. 8T-3547.** Dealer's each, 1.10. 12, each, 1.06. Less 2%, Net. **1.04**

## ROLLER COASTER

Car glides from upper incline to end of lower incline, then reverses direction and glides back to elevator for return trip. Brightly lithographed strong motor. Measures 21½ in. long. (Mfr.'s #28.)

**No. 8T-1061.** Dealer's, each, 1.02. 6 each, 99c. Less 2%, Net. **97¢**



## MECHANICAL PLAYGROUND

Steel construction. Measures 14¼ x 9¾ x 4 in. Spring motor in base. Four action playground units perform together. Includes 7 magnetized dolls for extra play value. A natural related item to stimulate doll house sales. (Mfr.'s #LP11.)

**No. 8T-3546.** List 4.00. Dealer's, each, 2.59. Lots of 6, each, 2.50. Less 2%, Net **2.45**

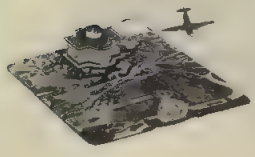
## MICKEY MOUSE FLYER

Made of steel, colorfully lithographed, showing a variety of landscape with Disney characters. Has a streamlined train traveling around track, 2 tunnels, a bridge and a station house. An airplane which is held aloft by a wire support, travels around overhead. Operates by a clock spring motor. Brake and key are attached. (Mfr.'s #149.)

**No. 8T-3533.**
Dealer's price, each 86c.
Lots of 12, each, 77c.
Less 2%, Net..... **75¢**

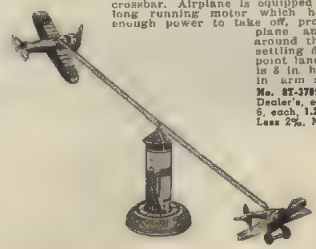
## FUTURMATIC AIRPORT

**Exclusive FUTURMATIC CONTROL**



A mechanical wonder! A twist of the control makes the pilotless plane take off, loop, land, etc. Rugged, all steel construction. Beautifully embossed and lithographed in full color. Powerful spring motor. Measures 16 in. x 16 in. (Mfr.'s #1300.)

**No. 8T-3586.** Dealer's, each, 2.75. Lots of 6, 2.65. Less 2%, Net..... **2.60**



## SKY BIRD FLYERS

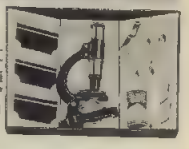
Mechanical Sky Flyers with airplane and jet propelled Rocket suspended on a metal crossbar. Airplane is equipped with extra long running motor which has actually enough power to take off, propelling the plane and rocket around the tower and settling down to a 3 point landing. Tower is 8 in. high with 25 in. arm spread.

**No. 8T-3789.**
Dealer's, each, 1.33. 6, each, 1.28. Less 2%, Net **1.25**

# CHEMISTRY SETS — GILBERT — MICROSCOPE SETS

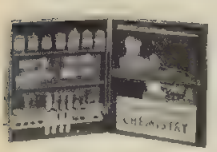
## BEGINNER'S OUTFIT

A Chemistry set for the beginners 23 pieces of chemicals and apparatus are included in this set which is packed in a four-colored label box. Size 18 x 10 x 1¼ in. Manual of instructions shows how to do 151 experiments. (Mfr.'s #1)
**No. 2T-421.**
LIST PRICE 1 75
Dealers', each, 1.17.
Less 2%, Net ..... **1¹⁴**



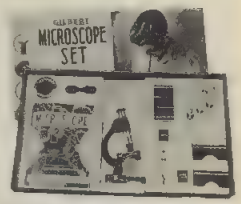
## BEGINNER'S SET

Has fine 150 power microscope with arrangement for tilting, spring clips to hold slides, adjustable mirror, specimens, dissecting needle, forceps, specimen collector, slide covers and manual Packed in a cardboard cabinet. Size 9½ x 6½ x 2½ in. (Mfr.'s #1.) LIST 2.00.
**No. 2T-448.** Dealer's, each, 1.34.
Less 2%, Net ..... **1³¹**




## JUNIOR LABORATORY

The Junior laboratory chemistry set contains 25 pieces of chemicals and apparatus all packed in two-compartment blue metal cabinet Folded size, 9⅜ x 11 x 2½ in. Size when open, 19 x 11 x 1¼ in The 223 experiments that can be performed with this set are explained in new large manual. (Mfr.'s #2.)
**No. 2T-422.**
LIST 3 50.
Dealer's, each, 2.34.
Less 2%, Net ..... **2²⁹**




## JUNIOR SET

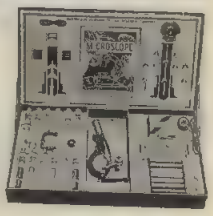
Contains Polaroid Jr. and 150 power Microscope with tilting device, wheel focusing, spring clips on both sides of stage to hold slide and polarizer. Scope has adjustable mirror, glass slides, specimens, cover glasses, dissecting needles and manual included Packed in cardboard cabinet Size 18 x 10 x 2½ in (Mfr.'s #2.)
**No. 2T-441.**
LIST 2 95.
Dealer's, each, 1.97.
Less 2%, Net ..... **1⁹³**

## SENIOR LABORATORY

This 3-compartment blue metal cabinet measures 28⅞ x 1¼ x 11 in when open 87 pieces including chemicals and apparatus. Manual of instructions on the art of glass blowing shows 80 experiments Big chemistry manual explains how to do the 389 experiments that can be performed with this set. Cabinet folds to 9¾ x 3¾ x 11 in. (Mfr.'s #6)
**No. 2T-423.**
LIST PRICE 7 95.
Dealer's, each, 5.30.
Less 2%, Net ..... **5¹⁹**

## SENIOR SET

Equipped with Polaroid Jr Scope Has high resolving power with three separate objective lenses for magnifications of 50, 90 and 210 diameters Rubber friction focusing Set contains apparatus, chemicals and equipment including slides, specimens stains, 3 hole mixing tray dissecting stand with magnifying lens and an illustrated manual showing how to do 213 experiments. Packed in cardboard cabinet with hinged cover. Size 18 x 10 x 2½ in (Mfr.'s #6)
**No. 2T-442.** LIST 6 50
Dealer's, each, 4.34.
Less 2%, Net. ..... **4²⁵**

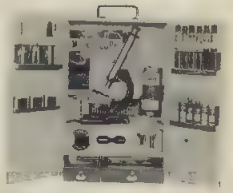


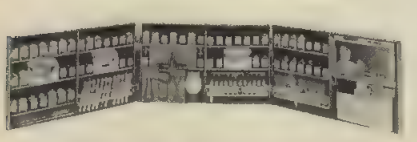
## INVENTOR'S LABORATORY

When closed this four-compartment blue metal cabinet measures 18⅞ x 2½ x 11 in but when extended and open for use it measures 40 x 1¼ x 11 in Set contains 106 pieces including chemicals and apparatus and scale which is suspended from bar on cabinet door 488 experiments can be performed with this advance set, new large manual explains how Included in this set are 2 other manuals, one on the art of glass blowing showing 80 experiments, the other explains the secrets of "Chemical Magic." New bright nickel plating chemicals offer the young chemist a new field of experimentations in brass, copper, and steel nickel plating (Mfr.'s #10)
**No. 2T-424.** LIST PRICE 15 00. Dealer's, each, 10.00.
Less 2%, Net ..... **9⁸⁰**

## PROFESSIONAL SET

450 power microscope showing wide field in clear detail Features Polaroid Jr analyser and polarizer Has rack and pinion focusing with 2 wheels, tilting arrangement and draw tube Set includes manual, 3-piece magnifying unit, 2 dissecting needles, 12 vials of chemicals and stains, prepared slide and extra glass slides specimens, labels and cover glasses Packed in yellow wooden cabinet with red trim Size opened, 14½x20x3⅞ in. (Mfr.'s #10)
**No. 2T-443.** LIST 9 95
Dealer's, each, 6.66.
Less 2%, Net ..... **6⁵¹**





## MASTER SCIENTIST'S LABORATORY

148 pieces of chemicals, minerals and apparatus included in DeLuxe blue metal, six-compartment cabinet, 57 x 1½ x 11 in, when opened for use Right door of cabinet equipped with suspension bar for scale, which is included. New large manual explains how to do the 523 experiments performed with this set Also included are manuals on Glass Blowing with 80 experiments, Chemical Magic and a "Handbook on Mineralogy." Also a big Chemical Elements Chart which shows all the latest elements, their history, properties, occurrance in nature, preparation for industry and uses. (Mfr.'s #15.)
**No. 2T-425.** LIST 25 00.
Dealer's, each, 16.67.
Less 2%, Net ..... **16³⁴**

## DELUXE SET

Deluxe outfit in wooden cabinet featuring the new battery powered Sub-stage light and Topstage light and sensational new Dri-Electric power pack. Set contains professional type microscope equipped with three different objective lenses mounted in turret giving from 150 to 450 power with tube extended, also intermediate range Set has Polaroid Jr. analyzer and polarizer, hand microtome, alcohol lamp, adequate supply of specimens and all the equipment included in No 2T-443 Size opened, 14½ x 26 x 3⅞ in. (Mfr.'s #15.)
**No. 2T-444.** LIST 14 95.
Dealer's each, 9.97.
Less 2%, Net ..... **9⁷⁷**

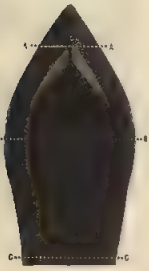
# LIGHT WEIGHT ALL WOOD BOATS

## NEW STYLES AND MODELS — 12 FT. AND 14 FT.

WATER MASTER

SAFE V-BOTTOM
EASY TO HANDLE
ADAPTABLE
ROOMY
DURABLE
NO NAILS

LATEST IMPROVED
SAFE V-BOTTOM
DESIGN



## SUPREME WITH SPRAY DECK — 12 FT. AND 14 FT. MODELS

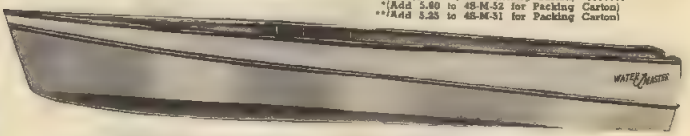
An all around boat in the popular 12 and 14 ft. lengths. Of proven design and remarkable performance. Smart and trim in appearance and style that appeals especially to the outboard enthusiast. Staunch and speedy, easily maneuvered, with bottom strength provided. Spray deck 42½ in. long streamlines the bow and also provides dry storage. Full length splash deflectors and curved tumblehome in transom are essential designed features. Exceptional performance with small motors and capable of handling the larger sizes. Easily handled with oars and light enough to be transported on top of car.

Has 5 ply full ½ in. thick V-bottom, wide beam and ample depth for sea worthiness. Greater seating capacity for increased loads. Wood screw assembled. Finished in attractive 3 color durable bakelite. Constructed to assure the acme of performance.

**No. 48-M-52.** 14 ft. model LIST 187.50.
Dealer's each, **140.65.** Lots of 3, **135.25.**
Less 2% Net (Plus Packing Carton)*. . . . . **132.54**

**No. 48-M-51.** 12 ft. model. LIST 181.50.
Dealer's, each, **121.15.** Lots of 3, **116.30.**
Less 2% Net (Plus Packing Carton)** . . . . . **114.17**

*(Add 5.00 to 48-M-52 for Packing Carton)
**(Add 5.25 to 48-M-51 for Packing Carton)



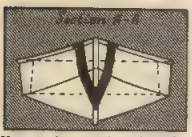

## SUPER OPEN STYLE — 12 FT. AND 14 FT. MODELS

The ideal craft for rough water fishermen, easily rowed yet fast under outboard power with the style and trim appearance that gives pride of ownership. These models are the same as the Supreme except provided with bow seat in place of spray deck.

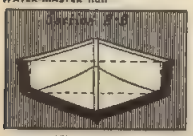
**No. 48-M-62.** 14 ft. model LIST 175.40
Dealer's, each, **131.50.** Lots of 3, **128.50.**
Less 2% Net (Plus Packing Carton)* . . . . . **123.97**

**No. 48-M-61.** 12 ft. model. LIST 151.85.
Dealer's, each, **113.85.** Lots of 3, **108.50.**
Less 2% Net (Plus Packing Carton)** . . . . . **107.31**

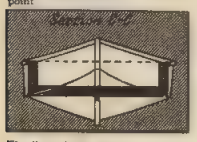
*(Add 5.60 to 48-M-62 for Packing Carton)
**(Add 5.25 to 48-M-61 for Packing Carton)



Note in diagram above how the deep "V" shape of the bow (A—A) acts to cut and spread the water, then widens, increasing in depth as it approaches the beam of the **WATER-MASTER** hull

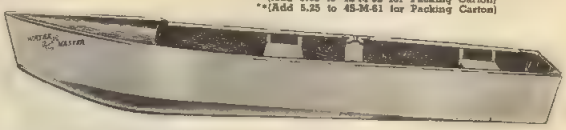


As the "V" approaches the point (B—B) at the beam, it loses its sharp cleaving character and definitely "rounds" out at its lowest point



The "rounding" feature then gradually disappears into the horizontal plane of the flat bottom section (C—C), above, which continues for proportionate distance into the new "Super-Stern."

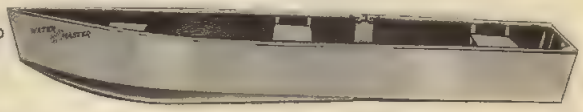
DELUXE
12 FT.
WITH
SPRAY
DECK




Deluxe Model Water-Masters are the finest boats of their type ever offered. Built of quality materials by master craftsmen, incorporating proven design principles. They offer the user maximum safety, comfort, durability and ease of handling both in and out of water. Ideal for rowing and for outboard motor use. Equipped with 36 in. two section custom-built plywood foredeck that protects the interior from speed-thrown spray. Rib frame work of solid clear pine, cut, beveled and fitted to shape. Solid one-piece prow of double rabbited clear pine. Super stern is heavy duty, especially designed for outboard motor use, with center and side supports, plus secondary rib. Solid one-piece full length keel combined with keelson to make a T-beam, which ridgedly supports the bottom from stem to stern. Interior and deck finished with two coats Marine Spar Varnish, Exterior two coats, waterproof primer, finished with bakelite green. Complete with seats and oarlocks.

**No. 48-M-34,** LIST 116.50
Dealer's, each, **97.35.** Lots of 3, each, **94.00.** **82.32**
Less 2% Net (Plus Packing Carton)* . . . . . .
*(Add 4.25 to 48-M-34 for Packing Carton)

STANDARD
12 FT.
OPEN
STYLE



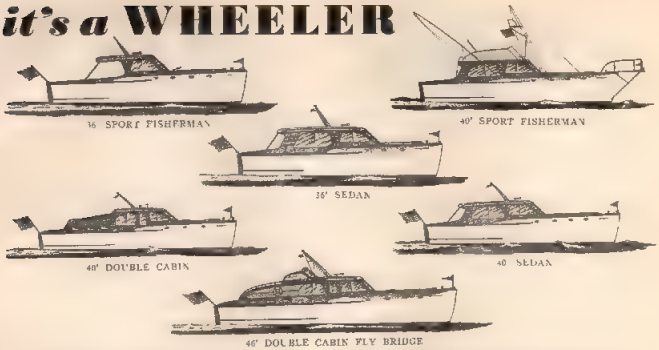

Standard models are prime favorites with fishermen, hunters and outdoorsmen. They incorporate every detail of the Deluxe Model, except have forward seat instead of spray deck. Furnished complete with seats, and oarlocks. For outboard use or oars

**No. 48-M-33.** LIST 107.80
Dealer's each **80.85.** Lots of 3, each, **77.75.** **76.19**
Less 2% Net (Plus Packing Carton)* . . . . . .
*(Add 4.25 to 48-M-33 for Packing Carton)



PACKING CARTON IS EXTRA ON ALL ABOVE BOATS
BOATS NOT INCLUDED ON OUR PREPAID FREIGHT OFFER

# it's a WHEELER




## The FINEST Afloat—A WHEELER Boat!

CRUISERS—SPORT FISHERMEN—YACHTS—28-60 FT.

*A Beautiful New 54' Yacht—Outstanding—GET OUR LITERATURE*

RUGGED
SEAWORTHY
COMFORTABLE

WHEELER SHIPYARD COMPANY

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A complete line of outboard runabouts having wide appeal is now offered to dealers. Molded in one piece they combine features long sought in ideal service runabouts speed stability, lightness carrying capacity, great strength and durability.

Whirlwind, 14' LOA
Outboards 8 — 35 HP
Whirlwind, Jr., 12' LOA
Outboards 6 — 18 HP

*Also catalogued —*

Portsman—11' 3" LOA—carry sixes row-boat

Guide—16' LOA—45 pound sedan

Tempest—17' LOA—class sailing dinghy

*Write for Literature*

**MOLDED PRODUCTS, INC.**
COCKEYSVILLE, MD.

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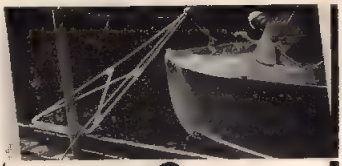

IT'S Moorite in '49

*The Perfect Mooring*

**For your CRUISER, SAILBOAT or RUNABOUT**

Be Assured of Safety and Convenience

No fussing with mooring lines . . . holds any boat securely under *all* conditions of TIDE, SEA, CURRENT or WASH from passing boats.

3 sizes available for beams up to 13' and lengths to 46' or longer.

Immediate delivery.

★ *Write for folder and name of nearest dealer.*

**MOORITE PRODUCTS CO.**
BOX 391 NILES, MICH.

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*See the new Ship-to-Shore Telephones of* REX BASSETT *and* COMCO; *the* TURRET MARINE *Radio Direction Finders;* RENDIX *Portables and the remarkable* A. M. FOOTE DAMPP-CHASER *Dehumidifiers*

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*Buyers Always Welcome*

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**TELEPHONES**
**CHIMES**
**WOODEN BELL TOYS**

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200 FIFTH AVENUE, NEW YORK

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The Standard Toy Agencies
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The Original **REIDER Line**

*Child Size*
**UPHOLSTERED CHAIRS**
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*If you missed it at the Fair...*
SEND FOR SAMPLE OF
*Dolly's Bonnet Basket*
✓ *A REALLY SOLID SUCCESS*
✓ *JOBBERS ALREADY RE-ORDERING*
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**CORONA HAT CO.**
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*FAMOUS*
**WHIRL-KING**
and
**FLI-BACK RETURN TOPS**
durable mar-resistant high gloss finish

Brilliant Assorted Colors
Extra Strong Strings
Our Tops are Full Size
(approx. 2 3/16" dia. x 1¼"),
Well Balanced and Carefully Inspected for Quality—
Attractive Display Box

WONDERFUL PLAY VALUE

**CHAMPION SPINNING TOPS**

*High Grade Enamel Finish—Heavy Gauge String Increases Playing Efficiency—Our Tops Are Properly Balanced for Easy Spinning—Brilliant Colors*

Our Spinning Tops are Full Size (approx. 2¾" overall length by 1¾" diameter)

**BALLOON STICKS**

Made from Smooth, Strong, White Hardwood
Length 18" and 24" x ⅜" Diameter

Prompt Shipment

***Sock-It Company, Inc.***
High Point, North Carolina

Left: Structural Products Company's Carryon loader-carrier, differing from true trailer devices, permits one man to load a 14-footer on the car top. Lower left: Another variation of the trailer idea. A plastic boat built by Wizard Boats, Inc., forms the roof of a Trailer-Boat built for sportsmen. It features camping accommodations

Twin rollers on the after rack of heavier carriers, like those of the Wesbar Stamping Corporation, West Bend, Wisc., enable one man to handle boats to 150 pounds or more. Wesbar also makes an inexpensive Portager dolly, designed for easy transportation of a boat from car or storage place down to the point of launching.

These and the regular rollerless car-top racks are equipped with rubber suction cups and hold-down clamps which latch on the eaves rails of the car and carry very light boats with perfect safety. They will in fact carry much heavier loads than can comfortably be lifted to them.

Handles or hand-holds at bow and transom make car-to-water transport of these light craft easy for two persons. For somewhat heavier craft, or for one-man handling, F. T. Newell of 319 East Main St., Bradford, Pa., has designed what he calls a Boat Shuttle Cart. This is a light and reasonably priced two-wheel snap-on cart which slips into place over the stern of any small craft and makes a "wheelbarrow" of the boat. Dual wheels are available for sandy beaches. It is especially useful for garage-to-water carrying and non-highway portaging.

Somewhat similar is the "beach wheel" made by Berg Company, 310 Division Street, Madison 4, Wisconsin. Each wheel is an individual unit, easy to attach or detach in the water or ashore. Small brackets are fixed permanently on the boat and the wheels slipped into place like casters. Two wheels are used on the transom for beaching light boats, for heavier boats an extra wheel can be added at the stem. Here again the device is not intended for highway transportation.

Above: All Anchor trailers are custom-built and designed to hug the ground. They can be built to handle boats up to 40 feet

Among the really unique newcomers are combination boat-trailers. One, by Michigan Twin Port A Boat Company, 4 Federal Square Building, Grand Rapids, Michigan, is a two section ply

Undoubtedly the trend will be accelerated or retarded in the ratio in which they and the recreational facilities are provided.

For the real car-toppers; boats weighing not more than 125 pounds and preferably less than 110, the regular car top carrying racks are cheap, easily installed and removed and entirely satisfactory where two average persons are available to handle the boat.

Somewhat more elaborate racks, with sliding sections which pull out to the side of the car for easy loading, then slide back into position for carrying are provided by Gunderson Brothers, 4700 N/W Front Avenue, Portland 8, Oregon.

Right: The E-Z Flote Boat Trailer is designed for one-person loading and launching. A built-in winch eliminates all manual lifting and the boat is carried in a sling

# Wolverine

## Streamline Railway

All metal, brightly lithographed. Loud bell rings as car is pulled. One in a box.

| Stock No. | Mfr's. No. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4410 | 129 | 17¾ | 21¾ | $17.80 |

Two dozen in a carton.

## Submarine

Timely, fascinating; amazing action. Watch it as it speeds along the surface then drops its nose in a graceful dive only to rise and break through the surface just like any big underwater craft. Especially durable construction. Easy to wind motor.

| Stock No. | Mfr's. No. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4434 | S87 | 18½ | 17½ | $22.20 |

Two dozen in a carton.

## Luxury Liner

Heavy gauge metal, brightly lithographed in real detail. Two streamlined smoke stacks. Strong key winding mechanical motor. Key permanently attached. One in a box.

| Stock No. | Mfr's. No. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4435 | 93 | 14¾ | 12½ | $19.45 |

Two dozen in a carton.

## Speedaway Bus

All metal, brightly lithographed with mystery motor. Pressure on back of top sends bus on run for a long distance. No batteries, key or winding. One in a box.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 4411 | 21 | 17½ | $15.25 |

Two dozen in a carton.

## Taxi

The taxi is equipped with a new, improved, powerful mystery motor. No key or winding is required. Mere pressure on back of top sends car on speedy run. Car is lithographed in brilliant colors with massive light metal bumpers front and rear. Size 12¾ inch long.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 4451 | 88 | 17 | $21.00 |

Two dozen in a carton.

## Crane

All metal brightly lithographed. Crane can be turned, bucket raised or lowered. Lever can be shifted to control action of bucket as well as revolving action of crane. One in a box.

| Stock No. | Mfr's. No. | Ht. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4405 | 20 | 18 | 24 | $23.90 |

One dozen in a carton.

## Bowler Andy Mill

All metal lithographed. Car carries marbles from chute to base, rising and falling as windmill revolves. Action continuous as long as marbles are fed in chute. Marbles are included. One in a box.

| Stock No. | Mfr's. No. | Ht. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4414 | 57A | 21 | 23 | $20.55 |

One dozen in a carton.

## Sandy Andy

All metal lithographed. Car is loaded with sand which is carried to bottom of track emptied and car then returns for another load. Can for catching sand included. One in a box.

| Stock No. | Mfr's. No. | Ht. In. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|
| 4H 4406 | 6SC | 18½ | 16 | 15 | $14.50 |

Two dozen in a carton.

# Wolverine

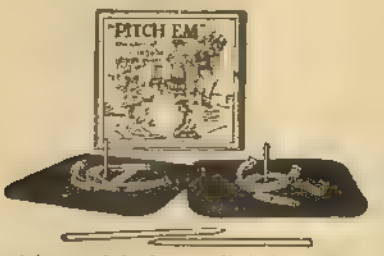
## Drum Major

Each beat clearly heard as hands drum out marching rhythms. Colorfully lithographed. All metal. Strong motor give long play. Continuous action.

| Stock No. | Mfr's. No. | Ht. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4404 | 27A | 13 | 24 | $28.40 |

One dozen in a carton.

## Pitch 'Em

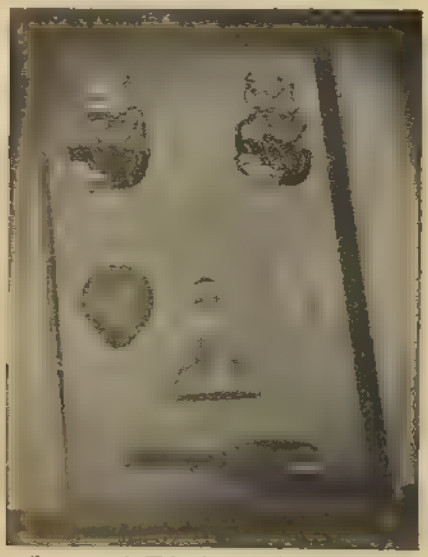



Two all metal enameled plates 11¾ inches square with rounded corners. Removable steel pegs. Includes 4 molded and metal reinforced rubber horseshoes with identification for each pair. Shoes 5¾ inches long. American horseshoe rules on cover govern play. One in a box.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 4433 | 154 | 32 | $18.85 |

One dozen in a carton.

## 7-Piece Set

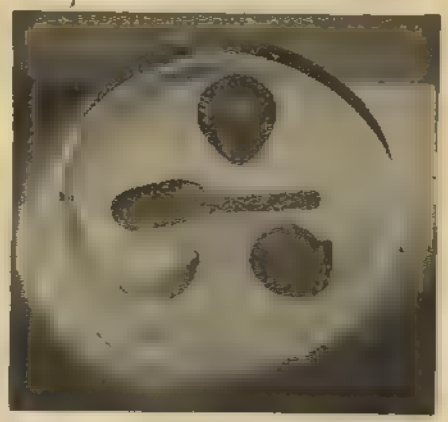


Featuring those superb Wolverine moulds that are noteworthy for their deep impression and brilliant lithography in five colors. Oblong enameled wood frame.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4403 | 71 | 12x19½ | 20 | $14.95 |

One dozen in a carton.

## Sand Sieve Set



3-piece mould set in circular sieve. Metal shovel. Handle swings back to provide easel for displaying set. Also for use as an upright sieve in play.

| Stock No. | Mfr's. No. | Dia. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4402 | 70A | 11½ | 14½ | $12.65 |

Three dozen in a carton.

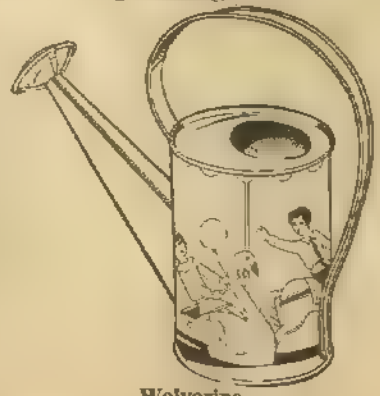
## Pail and Shovel

Embossed metal pail with colorfully lithographed merry go-round scene. Diameter ⅞ in., depth 7¼ in. Wire handle with wood ball. All metal shovel length 9¾ inches.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 4400 | 16 | 9 | $5.90 |

Four dozen in a carton.

## Sprinkling Can



Wolverine

Furnished in attractive color combination.

| Stock No. | Mfr's. No. | Size Qt. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4401 | 47 | 2 | 12 | $8.95 |

One dozen in a carton.

# Wolverine

## Electric Iron

Iron and cord Underwriter's approved all metal aluminum base. Streamlined and red enameled hood. Bakelite handle 5½ inches long.

| Stock No. | Mfr's. No. | Lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 4480 | 25A | 18 | $27.15 |

One dozen in a carton.

## Iron

A low heat electric iron for the small child, streamlined in design, aluminum base, enameled wood handle. Assorted colors. Underwriter's approved.

| Stock No. | Mfr's. No. | Length In. | Lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4429 | 24A | 5¼ | 8½ | ▲$15 35 |

Twenty-four in a package.

All metal play iron. Red enamel with black wood handle. Streamlined design 5⅛ inches long.

| Stock No. | Mfr's. No. | Lb Doz | Cat List DOZEN |
|---|---|---|---|
| 4H 4409 | 679 | 8 | $3 85 |

Three dozen in a carton.

▲We do not break packages.

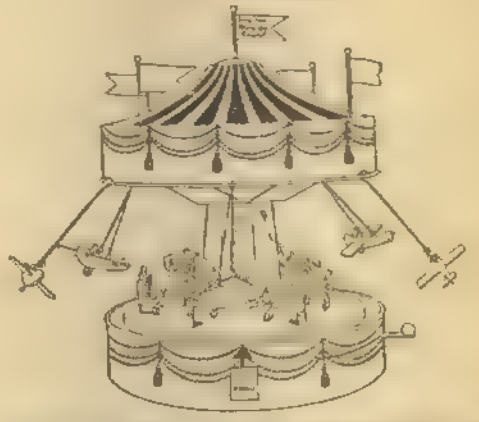
## Ski Jump

Timely. Exciting! Different! Right in step with the news, this new and different action toy promises many thrills. The Scout glides swiftly down the incline and as he nears the base things start to happen. He edges at space and does a complete somersault in mid-air to clear the obstacle (enemies in ambush). Completing his jump, he lands skis-first and rolls ahead for a long distance. Wooden scout, obstacle and slide brightly lithographed. Length 24 inches.

| Stock No. | Mfr's. No. | Lb Dozen | Cat. List DOZEN |
|---|---|---|---|
| 4H 4412 | 32A | 21 | $22.90 |

One dozen in a carton.

## Merry-Go-Round



Brightly lithographed heavy gauge metal operates without winding. Pressure at the lever on the base revolves the toy, while the musical unit plays a tune. Includes 5 horses and 5 airplanes which swing out as the merry-go-round revolves.

| Stock No. | Mfr's. No. | Ht. In. | Lb Doz. | Cat List DOZEN |
|---|---|---|---|---|
| 4H 4416 | 31 | 12¾ | 58 | $57 85 |

One half dozen in a carton.

## Jet Roller Coaster

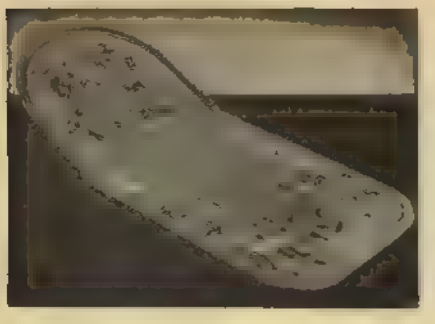
Roller car coasts down upper incline, drops to lower track and [illegible] reverses the direction. It glides back to other end where it is elevated for [illegible]. Friction motor. Strong motor. One in a box.

| Stock No. | Mfr's. No. | Lb Doz. | Cat List DOZEN |
|---|---|---|---|
| 4H 4450 | 28 | 15 | $21 00 |

Two dozen in a carton.

# Wolverine

## Hoop-O-Loop



Player shoots hoop out of a gun up incline to loop one of the 21 pegs for a score. Illustrated and numbered pegs represent wild jungle animals. Gun swivels right and left. Hoops included. Length 19¼ inch, width 8½ inch. Each in a decorated box.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 4453 | 156A | 15 | $14.60 |

Two dozen in a carton.

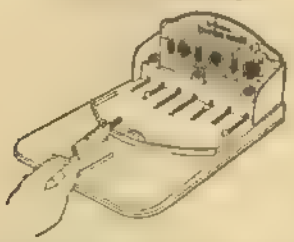
## Shoot-A-Loop

Marble is shot from flat steel spring in base. It rolls speedily up and around the looped track. The idea is to land the marble in one of the scoring holes in the bridge. All metal. Brightly lithographed. Marbles included.

| Stock No. | Mfr's. No. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4446 | 59 | 8 | 7½ | $7.00 |

Three dozen in a carton.

## Shooting Gallery



All metal brightly lithographed. Metal balls are loaded into a swivel gun which discharges one shot at a time at target holes, the balls rolling down numbered channels in the base. Bell rings when 500 score is made. One in a box.

| Stock No. | Mfr's. No. | Base Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4452 | 151 | 18x11½ | 32 | $24.70 |

One dozen in a carton.

## Snap-N-Score

All metal brightly lithographed. Marble is shot by spring trigger up the range and loops back to drop into one of the scoring holes on the bridge. Comes set up. Marbles included. One in a box.

| Stock No. | Mfr's. No. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4420 | 143 | 21½ | 18 | $14.70 |

One dozen in a carton.

## Marble Bingo

Marble is shot from trigger, aimed at the diamond-shaped compartments in the rack. Bingo is scored when player lands marble in five consecutive diamonds. Marbles returned automatically to player when bracket frame is lifted. All metal construction, brightly lithographed. Each game with marbles.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4419 | 60 | 17½x6 | 7½ | $7.00 |

Three dozen in a carton.

## Jingle Cups

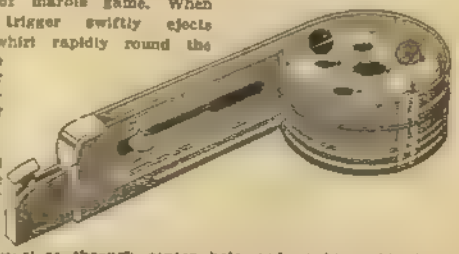
Shoots colored discs from spring aiming to land in one of 4 colored cups at the back of the range. These cups varied in height and in four different colors. Are distinguished by different point scores. Cups ring as discs land in cups. Overall length of game 18½ inches. Discs included.

| Stock No. | Mfr's No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 4452 | 144 | 15 | $12.95 |

Two dozen in a carton.

## Spot Shot

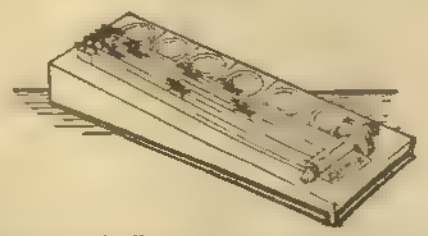
A new type of marble game. When pushed down, trigger swiftly ejects marbles which whirl rapidly round the surface of the disc till either settle into numbered holes or drop through center opening. Points are scored by adding the numbers of the filled holes. Magazine is automatically reloaded by dropping marbles through center hole and pushing side lever down. Set up ready for play. All metal. Attractively lithographed.



| Stock No. | Mfr's. No. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4451 | 147 | 13½ | 12 | $11.45 |

Two dozen in a carton.

## Gee Wiz

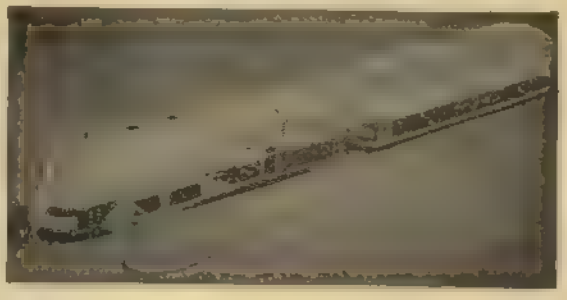


Heavy gauge metal. Horses, discs and flags finished in 6 bright corresponding colors. By spinning fly wheel with cord, shaft drives balls against horses advancing them along tracks. No gears, no springs. One in a box.

| Stock No. | Mfr's. No. | Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4418 | 40 | 15½ | 26 | $39.25 |

One-half dozen in a carton.

## Locomotor and Pullman



All metal, brightly lithographed. Big locomotive equipped with a bell. Coupled to a modern Pullman car. One in a box.

| Stock No. | Mfr's. No. | Comb. Lgth. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4416 | 163 | 31½ | 33 | $25.30 |

One dozen in a carton.

# Wolverine

## Super Service Market

This realistic adaptation of a real super market will fascinate youngsters. Shelves swing open to reveal a number of miniature packages, all identified with nationally known products. Separate metal counter in foreground (15⅝ inches long) is fully equipped with miniature scale, telephone, order pad, play money and wrapping paper with holder. Entire set is constructed of metal, lithographed in bright colors. All-over size wing to wing 31 inches wide, 14⅛ inches high. Each set packed in attractive multicolored box.

| Stock No. | Mfr's. No. | Wd. In. | Ht. In. | Lb. Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|
| 4H 4447 | 182A | 31 | 14⅛ | 54 | $44 15 |

One-half dozen in a carton

## Kitchen Cabinet

Sturdily built, all metal, lithographed in red and ivory. 4 doors swing open, real shelves within hold miniature packages of nationally famous grocery products

| Stock No. | Mfr's. No. | Inches Wd. | Ht. | Dp. | Lb. Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 4449 | 178 | 11 | 15⅝ | 6½ | 56 | $34.80 |

Two-thirds dozen in a carton.

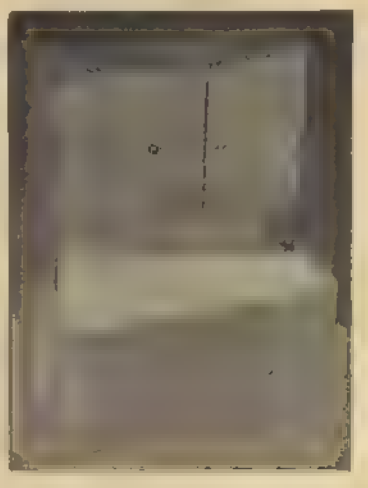
## Kitchen Cabinet

This item is of quality construction. Made of extra heavy metal. Removable top slips off to make an excellent table. Roomy shelves and cupboards are laden with miniature packages. The decoration is highly modern. Contains bread board, rolling pin, aluminum muffin tin, glass bowl and egg beater.

| Stock No. | Mfr's. No. | Ht. In. | Lgth. In. | Lb. Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|
| 4H 4441 | 185/2 | 20¼ | 17½ | 84 | $61 45 |

One in a carton.

## Kitchen Cabinet



Sturdy all metal construction. Brightly lithographed in ivory, red and white. Contains miniature dummy packages. Size 7⅞ inches long by 5 inches high. Each in a decorated box

| Stock No. | Mfr's. No. | Lb. Doz. | Cat. List DOZEN |
|---|---|---|---|
| 1H 4456 | 280 | 11 | $10 00 |

Three dozen in a carton.

## Kitchen Cabinet

The shelves are filled with miniature packages. Attractively colored in fashionable tints. Entire top slips off to make a kitchen table.

| Stock No. | Mfr's. No. | Inches Wd. | Ht. | Dp. | Lb. Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 4440 | 179 | 14 | 18¼ | 7 | 54 | $24 60 |

# Wolverine

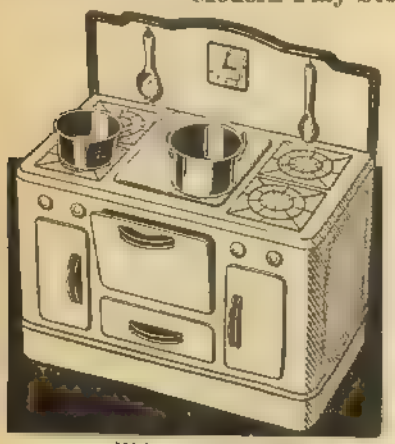
## De Luxe Play Stove

Modern decorated all metal play stove. Stove comes complete with all aluminum utensils which includes whistling tea kettle. Oven door opens up, has removable heating drawer and workable gascocks; gauge and regulator and clock with movable hands.

| Stock No. | Mfr's. No. | Inches Wd. | Ht. | Dp. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 4442 | 194 | 14 | 15⅜ | 7½ | 84 | $55 60 |

One in a carton.

## Modern Play Stove



Equipped with aluminum utensils. Your first glance at this grand new play stove will tell you why this item rated "tops" among the Wolverine creations this year. Fashioned entirely of heavy gauge metal with richly embossed detail. Hinged door opens into heating compartment. Hands move on clock in backboard. Includes 4 proportioned aluminum utensils.

| Stock No. | Mfr's. No. | Inches Wd. | Ht. | Lgth. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 4443 | 189 | 6 | 11⅞ | 11 | 32 | $27 55 |

One in a carton with utensils.

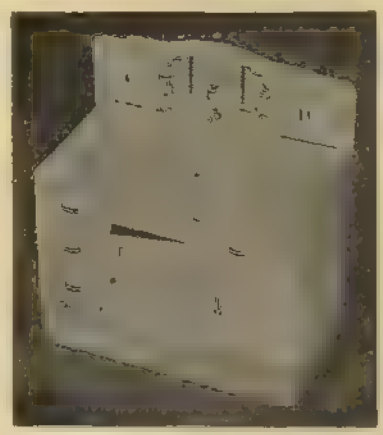
## Refrigerator

All metal. The door is swung open to reveal a colorful, realistic interior. On the real corrugated shelves are miniature packages of familiar products. Metal ice tray. There is a regular switch for various degrees of cold.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4444 | 188 | 13"x8x5⅝ | 37 | $23.95 |

One dozen in a carton.

## Sink



Detail lithographed and embossed, heavy gauge metal, a faucet that actually works to start and stop running water from reservoir in back. Hinged door opens for lower compartment.

| Stock No. | Mfr's. No. | Inches Lgth. | Ht. | Wd. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 4438 | 198 | 11 | 11⅛ | 6 | 35 | $23.80 |

One dozen in a carton.

## Sink

Durable all metal sink is colorfully lithographed in ivory, white and red. Has faucet that actually works to start and stop running water from reservoir in rear. Size 7⅛ inches long, 5⅝ inches high. Each in a decorated box.

| Stock No. | Mfr's. No | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 4457 | 282 | 11 | $10 00 |

Three dozen in a carton.

# Wolverine

## Fitted Cupboard

Just the kind of play thing that gives little householders unending hours of interesting play. This Dutch cupboard is enduringly fashioned in heavy metal. Artistically styled in authentic manner. Open shelves reveal three attractive canisters with removable lids, two cups and two saucers, all in that new delft blue motif and all unbreakable. The colors on the dishes and canisters are baked on the metal and are washable.

| Stock No. | Mfr's. No. | Inches Ht. | Wd. | Dp. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|---|
| 4H 4437 | 187A | 15 | 9⅝ | 3½ | 31 | $21.70 |

One in a carton.

## Tea Set

New attractive tea service consists of 22 pieces viz., 6 cups 1¾x2¼ inches; 6 saucers 3½ inch diameter; 6 plates 4⅛ inch diameter, 1 sugar bowl 1¾ inch high x 2¾ inch diameter; 1 creamer 2⅛ inch high x 1¾ inch diameter; 1 tea pot 2⅝ inch high x 3¼ inch diameter, 1 tray 9¼x13 inches. Each piece is beautifully enameled in attractive Dutch designs. Reverse side of dishes nicely finished. All pieces are non-leakable and unbreakable.

| Stock No. | Mfr's. No. | Box Size In. | lb Dozen | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4445 | 258 | 17½x13⅝x2⅝ | 30 | $25 95 |

One dozen in a carton. Individually boxed.

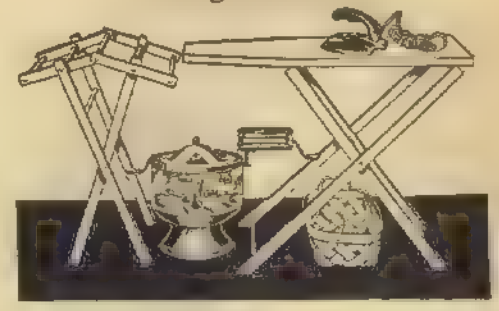
## Bake-A-Cake Set

This set includes a workable egg beater, pastry board, rolling pin, measuring spoons, in four different sizes and colors. The cake serving plate and sugar canister, both metal, are decorated in a delft blue and white, Dutch design. Also includes glass mixing bowl. One in a box.

| Stock No. | Mfr's. No. | Size Box | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4427 | 262 | 17x12¾ | 26 | $15.80 |

One dozen in a carton.

## Washing Machine Set



Contains large delft blue washing machine 10¾ in. high, 8¾ in. diameter with large adjustable wringer; large clothes basket; new type clothes dryer, 21 in. high; ironing board 26¾ in. long, 21⅛ in high and enameled Underwriter's approved electric iron 6½ in. long.

| Stock No. | Mfr's. No. | lb Each | Cat. List DOZEN |
|---|---|---|---|
| 4H 4423 | 177 | 9 | $107.00 |

One in a carton.

## Washing Machine

Practical in operation it works just like a regular washing machine. Turning the handle rotates the vacuum cups inside which go around and up and down with realistic effect. The detachable wringer with rubber rollers is arranged to swivel into three positions. Highly lithographed body.

| Stock No. | Mfr's. No. | Ht. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4423 | 79 | 10½ | 37 | $28 40 |

Eight in a carton.

## Laundrette

Operated by turning the crank at the side of the machine. This causes the drum to oscillate, swirling the clothes through the soapy water. Transparent plastic window makes action clearly visible. The top of the machine slips off and drum has door so that clothes may be deposited or removed. Machine is colorfully lithographed. Movable imitation control knob adds to play appeal. Size 8½ inches high, 7 inches wide, 6 inches deep. Each in a decorated box.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 4455 | 80 | 26 | $28.00 |

One dozen in a carton.

# Wolverine

## Washing Machine Set

Contains large delft blue washing machine 10¾ in. high, 8¾ in. in diameter, with large adjustable wringer; revolving clothes dryer 16 in. high; clothes basket; ironing board, 20 in. long by 13½ in. high; clothes pins and large enameled play iron, 5¾ in. long.

| Stock No. | Mfr's. No. | lb Each | Cat. List DOZEN |
|---|---|---|---|
| 4H 4426 | 173A | 6 | $57.85 |

One in a carton.

## Washing Machine Sets

Includes the new glass washing machine, also enameled metal rinsing tub, enameled metal bench, revolving clothes reel, 4 clothes pins Detachable wringer adjustable to 3 positions.

| Stock No. | Mfr's. No. | Ht. Machine In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 4425 | 905 | 9 | 40 | $24.30 |

One dozen in a carton.

## Laundry Sets

Contains large 10 inch metal tub, washboard 5x11 inch, wood frame with metal rubbing surface; revolving clothes dryer, 14¼ inches high, enameled metal play iron, 3¾ inches long, clothes pins; ironing board, 16 inches long. One in a box.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 4422 | 203B | 52 | $29.90 |

One-half dozen in a carton.

## Laundry Sets

Consists of enameled metal wash tub 4¾x10 inches; metal washboard with wooden frame, 5x11 inches; revolving clothes line 14¼ in. high and clothes pins One in a box.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 4421 | 100A | 28 | $15.60 |

One dozen in a carton.

Five-Piece Set — Contains enameled metal wash tub, wooden wash board with metal rubbing surface, clothes reel, wooden bench and a bundle of six clothes pins

| Size In. Tub | Washboard Size In. | Bench Size In. |
|---|---|---|
| 8½x7½ | 4½x8 | 9½x4½ |

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 4408 | 56A | 16 | $8.95 |

Two dozen in a carton

## Tub and Board Set

All metal tub 6¾ in. diameter, 2¾ in. depth, wood frame washboard with metal rubbing surface, 3¾x6¼ inches.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 4407 | 500/600 | 5½ | $1 35 |

Three dozen in a carton.

## Ironing Boards

### Lean

Solid top of well sanded clear white wood. Improved set-up construction, making a solid useful item, both for children and home use. Adjustable to three elevations.

| Stock No. | Mfr's. No. | Size In. | lb Dozen | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 3760 | 475 | 30x7½ | 48 | $22 00 |

One dozen in a carton.

# BUYERS ACCLAIM THIS NEWEST TOY SENSATION!

# JET FIGHTERS

ANOTHER WINNER

**IT SHOOTS!**

**IT SPARKS!**

**IT STREAKS ACROSS THE FLOOR!**

Toy Fair visitors and buyers saw these JET FIGHTERS "bang," "spark" and "scoot" their way to the top of the 1949 toy parade!

Year after year the creativeness of the Woodette Co. provides the "SMASH SENSATION" of the Toy Fair.

This year it's the JET FIGHTERS . . . Mankind's newest method for defeating space and time now given to young America in miniature! Play value in a toy that's built to last. Only $3.49 retail.

***Check these outstanding features!***

1. Three color combinations
   THE RAM JET White and Red
   THE PANTHER JET—
   Black and Yellow
   THE BLUE EAGLE JET -
   Blue and White Delivered
   Assorted and individually Boxed.
2. All metal heavy gauge 1/16" thick aluminum WINGS AND STRUTS.
3. Precision cut gears
4. Non-breakable acetate nose, fuselage and tail.
5. Heavy duty clock spring wind-up motor. (The spring cannot break.)
6. Nose gun also a spring loaded shock absorber to protect toy and turn lure.
7. Real rubber wheels.
8. Precision built and designed mechanism.
9. Replaceable flints.

**WEIGHT 1¼ LBS. PER UNIT**

*WRITE, PHONE OR WIRE*

**WOODETTES, inc.**

**MERCHANDISE MART—CHICAGO 54, ILL.**

**"TORNADO" RACER**
**"IT RUNS ON AIR"**

Now—better than ever! Fully guaranteed! Reduced in price! Volume sales and resulting increase in production enables us to make this "pump-up" racer the most sensational toy value in America at $3.95 retail.

**"WHIRLWIND"**
**HELICOPTER**

Now—more colorful than ever! Propeller whirls a pattern as this realistic wind-up toy scoots across the floor. Reduced to $2.49 retail.

*Order these proven fast-sellers today!*

# Wyandotte Toys

## Mechanical Shooting Gallery

An exact replica of a real shooting gallery. Made of lithographed metal in bright colors. Strong key wind motor keeps ducks moving and when one is hit, it falls over and a number appears. Size, 15 in. long, 13 in. high. Set includes 2 target pistols, 7¾ inches long with six rubber tipped darts. One set in a box.

| Stock No. | Mfr's No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 155 | 3906 | 13 | $46.85 |

One-half dozen in a carton

## Clown Target Game

Lithographed heavy gauge metal stand. 14x13 inches. One target pistol with four rubber tipped darts.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 157 | 3710 | 37 | $17.80 |

One in a box. One dozen in a carton.

## Mechanical Ducky Ducklings

Made of colorful lithographed steel. Strong, controlled speed key wind motor. Mother duck 6 inches long, 5½ inches high. Two baby ducklings 3¼ inches long, 3 inches high. Baby ducklings are attached to mother duck with a wire form. Mother duck waddles along with baby ducklings trailing behind. Each set individually boxed.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 154 | 850 | 15 | $14.70 |

Two dozen in a shipping carton.

## Mechanical Cowboy on Horse

Made of lithographed steel. 6½ inches long. Strong key wind motor. Horse rocks up and down—the cowboy moves backward and forward. Individually boxed.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 156 | 515 | 6 | $9.60 |

Three dozen in a shipping carton.

## Mechanical Hand Car

Constructed of colorful lithographed steel. Strong controlled speed key wind motor. Realistic action. The arms and bodies of the two clowns move as they operate the pumping lever of hand car. Individually boxed.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 153 | 800 | 6x5½x4 | 14 | $14.60 |

Two dozen in a carton.

## Mechanical Convertible Coupe

Heavy gauge steel with colorful lithographed steel body. Strong key wind motor. Rubber tires. Front and rear bumpers. Top goes up and down. Back opens and closes.

| Stock No. | Mfr's. No. | Size In. | Cat. List DOZEN |
|---|---|---|---|
| 4H 151 | 651 | 6x5½x4 | $22.15 |

One in a box. One dozen in a carton.

## Sportsman Convertible

Heavy gauge steel with lithographed steel body. Bright colors. 12½ inches long, 5 inches wide, 4⅛ inches high. Rubber tires. Front and rear bumpers. Top goes up and down, back opens and closes. Authentic reproduction of the latest models. Individually boxed.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 138 | 650 | 26 | $15.00 |

One dozen in a carton.

## Auto Hauler Truck

Constructed of heavy gauge steel. Length 9½ inches. Rubber tires. Three tone baked enamel finish. Assorted colors. Includes three small plastic automobiles.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 150 | 452 | 8 | $7.50 |

Three dozen in a carton.

## Hook and Ladder Truck

Cab and chassis heavy gauge steel, 25½ inches long. Lithographed steel body, six wheels, semi-trailer design, rubber tires. Bell mounted on top of cab. Crank operated folding ladder 29 inches long. Bright steel radiator grille and headlights.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 144 | 1004 | 60 | $42.85 |

One in a carton

## Dump Truck

Made of heavy gauge steel. Baked enamel finish in assorted colors. 5 inches long, 2 inches wide, 1⅞ inches high. One dozen in a box.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 130 | 101 | 8½ | $3.50 |

Twelve dozen in a carton.

# Wyandotte Toys

## Coaster Wagon

Heavy gauge steel 11¼ inches long, 13 inch wire handle. Baked enamel finish.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 134 | 266 | 24 | $11 00 |

One dozen in a carton.

## Helicopter

Modeled after the latest design helicopter, 9¾ inches long. Semi-mechanical gyro propellers on top and in rear rotate when toy is pulled. Heavy gauge steel bottom, red baked enamel finish. Colorful lithographed metal top. String attached for pulling toy. Individually boxed.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 135 | 216 | 14½ | $14.00 |

Two dozen in a carton.

## Double Barrel Pop Gun

Heavy gauge steel, 23 inches long. Baked enamel finish, walnut finished handle. Self loading break action. Safety cork retaining device. Two triggers, makes two loud reports. Web shoulder strap. Individually boxed.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2129 | 46 | 17 | $14 95 |

## Double Barrel Pop-Gun

Constructed of heavy gauge steel. Baked enamel finish. Walnut finished stock. Safety cork retaining device. Self loading break action. Two triggers—makes two loud reports. Web shoulder strap. Individually boxed.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 158 | 36 | 27 | $22.55 |

One dozen in a shipping carton.

## Pump Pop Gun

Heavy gauge steel, 22 inches long. Baked enamel finish, walnut finished handle. Pump action, self loading. Safety cork retaining device. Individually boxed.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 2128 | 45 | 9 | $10 70 |

Three dozen in a carton.

## Shovel

Heavy gauge steel, 27½ inches long. Metal grip, 8¼x6 inch blade. Baked enamel finish.

| Stock No. | Mfr's. No. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|
| 4H 136 | 280 | 12 | $6.00 |

Two dozen in a carton.

# Automatic Toy Co.

## Alpine Express

An action toy with a new twist. Consists of two car train, with precision clock like wind up motor on front car. Full color lithographed Alpine scene for background; with simulated tunnel and railroad station on all metal construction. Two tracks run through tunnel and station. Train rides into tunnel and mysteriously comes out where you least expect it to, on different track. Packed individually.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 1804 | 250 | 15x21 | 53 | $46.35 |

One dozen in a carton.

## Auto Speedway

Full color lithographed. All metal sturdy construction. Cars have powerful precision clock-like wind up motors to give long, durable service. One car races around speedway and when reaching garage, device automatically releases second car which races around the track. Cars can be used off the speedway as racers. Powerful motors give them extra long run. Attractively boxed.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 1802 | 200 | 17x10x1½ | 18½ | $28.30 |

Two dozen in a carton.

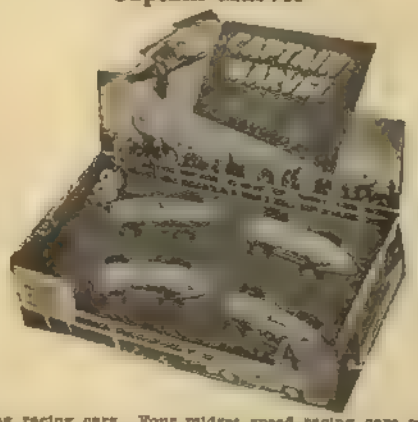
## Ski-Hoop

A game of skill. Marked for scoring, it is full of action. Sturdy all metal construction. Attractively boxed.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 1800 | 90 | 14½x6x2 | 15 | $12 45 |

Three dozen in a carton.

## Captain Marvel



Lightning racing cars. Four midget speed racing cars with powerful precision clock-like wind up motor which runs a long distance when fully wound. Steering rubber disc wheels are ¾ inch in diameter. Picture of Captain Marvel is lithographed on each car. Striking, full color display box is constructed to simulate an auto race track, with platform inserted at an angle. Set comes with four keys.

| Stock No. | Mfr's. No. | Size Cars In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 1906 | 75 | 4 | 7½ | $20.95 |

Two dozen in a carton.

## Airplane

Gleaming aluminum. Sleek, graceful lines. Powered by a strong spring motor. Rides smoothly on large, easy-moving wheels. Wing spread 13 inches with 10 inch cabin. Sturdily built of heavy gauge aluminum. Individually boxed.

| Stock No. | Mfr's. No. | Lgth. In. | Ht. In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|---|
| 4H 1801 | 100 | 9 | 2 | 8 | $14.00 |

Three dozen in a carton.

## Jungle Pete

Jungle Pete is an all metal action toy. Lithographed in full color to simulate a real alligator. Wind him up and he crawls away, automatically snapping his long powerful jaws. Equipped with a precision clock-like wind up motor. Individually packed.

| Stock No. | Mfr's. No. | Size In. | lb Doz. | Cat. List DOZEN |
|---|---|---|---|---|
| 4H 1805 | 175 | 15 | 5½ | $14 00 |

Three dozen in a carton.

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FOR ALL THE FAMILY

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18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1 0

THIS IS ONLY THE **COVER**

OF OUR NEW **1949** DISPLAY BOOK. ONLY

A **HINT** OF THE SCOPE AND COLOR AND

EXCITEMENT OF NORTHWESTERN'S NEW

**1949 LINE UP.** SEE IT AT THE

TOY FAIR... ***IT'S TERRIFIC!***

# NORTHWESTERN

**Suite 995 . . . Hotel McAlpin**

**Permanent Display . . . Room 420, 200 Fifth Ave**

Visit Northwestern at the Toy Fair. Awaiting you is a warm welcome, some terrific new items, many improved old favorites, we're sure you'll be satisfied to a number of powerful new profit ideas and dozens of sales proved items that will SELL and REPEAT all year long.

NORTHWESTERN
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AMERICA'S MOST WIDELY ADVERTISED BEST KNOWN TOYS AND GAMES

Creating MORE TOY SALES for you. Northwestern planned during 1948 powerful advertisements in 33 national magazines with combined circulations approximating 40,000,000 readers. In addition many national magazines including Life, Better Homes and Gardens and Today's Woman have selected Northwestern Trains for editorial presentation. Northwest in toys and games are the most powerfully publicized in the field! 1949 plans call for MORE magazines, LARGER ads, GREATER circulation. MORE SALES FOR YOU!

COMPROMISE ON QUALITY—
[illegible]

We believe [illegible] by you, the [illegible] Everything that [illegible] most of [illegible] and even [illegible] to you and [illegible] Write us [illegible] and make [illegible] NORTHWESTERN [illegible] good [illegible]

Very [illegible]
Paul [illegible]

**IMPORTANT!**

**PLEASE FILL THIS FORM IN COMPLETELY—AND MAIL**

[illegible]

NORTHWESTERN [illegible]

[illegible]

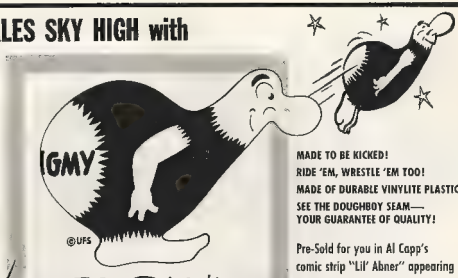
It is important that you give us all the information requested [illegible] us to serve you better.

11 10 9 8 7 6 5 4 3 2 1 0

* Sept 3, 1938

# THE NEW YORKER

# KICK YOUR SALES SKY HIGH with DOUGHBOY'S SENSATIONAL NEW INFLATED PLASTIC PLAYMATE!




MADE TO BE KICKED!
RIDE 'EM, WRESTLE 'EM TOO!
MADE OF DURABLE VINYLITE PLASTIC!
SEE THE DOUGHBOY SEAM—
YOUR GUARANTEE OF QUALITY!

Pre-Sold for you in Al Capp's comic strip "Lil' Abner" appearing in 750 newspapers with a daily readership of 40,000,000!

Pre-Sold for you with stories in Time, Life, Newsweek, Quick and dozens of other publications!

Stock No. 1566, 22" high—38" long Three color schemes: red, black & white; blue, black & white; yellow, black & white. Wt. 18 lbs. per doz. Packed 3 doz., to the case Retail price $3.00

**CASH IN ON THIS SENSATIONAL SELLER! ORDER NOW!**

DOUGHBOY INDUSTRIES, INC., New Richmond, Wisconsin (Plastics Division)

WOLVERINE MADE IN U.S.A.

SEE THE WOLVERINE "LAUNDRETTE" as advertised in LIFE MAGAZINE

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EXCELL-O* WITH PIN-O INCS. RIBBON

For These Excellent Reasons:

*Easy to Tie · Economical to Use · Wide Range of Colors · Brilliant Lustre · Guaranteed Yardage*
Made of Du Pont Cellophane — comes in the handy self-dispenser package
*Your jobber can supply you*

**LESLIE-HENRY CO., Inc.**
*Presents the*
**OFFICIAL GENE AUTRY**

**COWBOY MERCHANDISE**
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Made right — styled right — priced right for young Cowboys and Cowgirls.

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# Your move!

**AUTHENTIC 6" HULA DOLL**
Realistic, hand-painted, in plastic container. Suggested retail price
**98c**

**SAFETY DART PISTOL**
With two safety plastic-shafted suction-cup tipped darts. Suggested retail price
**35c**

**CLOWN ROLY POLY**
9½" high, movable head, painted face and costume. Suggested retail price
**98c**

**TUMBLING MONKEY**
Gaily painted, with clock-steel spring motor. Trapeze included. Suggested retail price
**79c**

**HAWAIIAN UKULELE**
Real musical instrument; piano wire strings, tuning pegs. Suggested retail price
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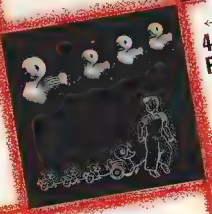
**4-pc. ROCKING ANIMAL SET**
Horse, lamb, pig and elephant; cellophane-window gift box. Suggested retail price
**$1.19**

**4-PIECE TOY SET**
Racer, wagon, cabin cruiser and savings bank. Suggested retail price
**$1.19**



**4-P.C. DUCK FAMILY**
Mama and 3 ducklings waddle when pulled. Suggested retail price
**$1.49**

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### PLASTIC CO., INC.

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Over 90 products in the current Banner line, with items and prices for *every* trade requirement. Send today for FREE catalog and price list.

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**Immediate Shipments for Christmas Selling—Order NOW**

**Childs' Metal Folding Play Sets (Table and Two Chairs)**

It's as natural for people to buy these beautiful, sturdy play sets for children at Christmas and for birthdays as it is for the children to love and use them for years. Here, truly, is an always appreciated and practical gift. Both the table and the chairs are ruggedly built—they will stand up and take hard use and abuse for many years. Frames and upholstery covers in a wide range of colors. Prompt shipments right up until Christmas week, but we urge you to order now for early holiday selling. Newspaper mats furnished. Catalog on request.

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# Toys and Games for Fun and Play . . .

# and CARROM Favorites Lead the Way!

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This is to Certify that
Carrom Industries, Inc.
Has been Awarded the
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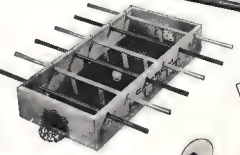
For the most popular and outstanding recreational and social games for youths and adults exhibited at the 1947 Toy Show

Yes, Carrom toys and games are favorite leaders . . . providing real enjoyment for folks of all ages who like the speedy action and unexcelled Play Value which have been Carrom trade marks for 60 years. And today, Carrom favorites are better than ever . . . redesigned . . . better-built . . . lighter-weight, saving shipping costs . . . and there are many new games too.

**CARROM CROKINOLE.** An American tradition . . . and still top entertainment for young and old everywhere. Play up to 95 games on one board! Two numbers.



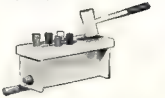
**KIKIT,** a game of skill, combining the scoring principles of hockey, soccer, and basketball. 2 to 8 persons can play. Two popular sizes. Rugged construction.

**RADIO CITY SOUND EFFECTS . . .** Kids make their own sound effects with this unique new game. Includes dialog scripts, two records, and pedgets creating sound of marching feet, door squeak, fire, gun shot, etc.

**MAÑANA.** Newest Family Game! Players of all ages thrill to this new game, resembling checkers, but with new, modern "pay and take" action. 2, 3, or 4 can play. Equipment includes plastic chips, plastic playing surface fitting over card table, and a bundle of "Play Money".

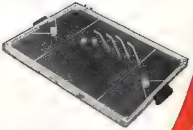
**NEW!** Beautifully made, non-tipping SHOO-FLY Action Rocker. Ideal for child training and hours of fun. ¾" plywood sides; sturdy backrest, footrest, and deep wood seat. Packed KD in shipping carton.

**DELMAR DERBY.** A fast, exciting, unwired stable "wheel-spin" type Horse Race. Box stands upright. One full turn spins 8-horse disc and action follows instantly. Only one inner moving part. Packed 3 dozen to shipping carton.

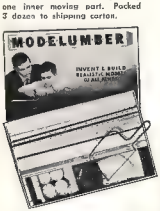


**WHACK-IT.** Tots, aged two to five, are amused for hours. Pegs are pounded down on one side. Then bench is turned over and pegs are pounded down again. Finished in attractive colors. Size 4 to 10".

**HAMMER SET.** More fun for tots, aged two to five. Develops eye-hand coordination and muscular control. Set includes strong bench, extra pegs, and mallet. All attractively designed. Size 4 x 9".



**NOK-HOCKEY.** Yes sir . . . it's Table Hockey! Playing surface 34" x 46" — center section nests snugly over card table top. 2 or 4 can play. Speedy and exciting indoor sport for the entire family.




**MODELUMBER.** "Tops" for the model builders . . . kids make realistic models with this intriguing wood construction toy. Supplied complete with hand saw and necessary hardware.

## Carrom Industries, Inc.

LUDINGTON — Established 1889 — MICHIGAN

*Largest Makers of Game Boards in the World*

NEW YORK SHOWROOM: 19 West 44th St. (near 5th Ave.) — Room 413, Berkeley Building

Chicago's Mayor Martin H. Kennelly opened Walgreen's handsome new drug store on busy State and Madison corner.

# Walgreen's Opens One of Nation's Largest Drug Stores in Chicago

Walgreen's new super drug store on what Chicagoans term the "world's busiest corner" in that city's Loop was officially opened by Chicago's Mayor Martin H. Kennelly, on Tuesday morning, October 11. Located on the northwest corner of State and Madison Streets, its spectacular design and illumination make it high point of interest on Chicago's big shopping lane. From the street, the mammoth store presents windows that are literally "walls of glass," gleaming ruby paneling and polished stone columns. Inside, on its expansive two floors, a sparkling array of twenty-eight complete departments staffed by almost 350 employees gives visitors to Chicago's Loop a real experience in shopping pleasure.

Highlights of the new drug store's beauty is its commodious cafeteria. Here customers enjoy breakfast, lunch and dinner in luxurious restful surroundings. The resplendent beauty of its rich redwood paneling, primavera wood and stainless steel trim forms its dominant decorative motif while colorful murals, portraying the world's riches in food, grace its walls. Of semi-abstract design, they are originals painted for Walgreen's by the French-born artist, Charles Cobelle. A new idea in escalators is introduced. These special escalators, of a new luminous type, are said to be the first installed in the Middle West and first to appear in a drug store anywhere. Illuminated sidewalls of frosted glass, instead of metal, bathe the moving stairs in a soft, glowing radiance, making an inviting entrance to the new cafeteria.

Included among the many departments on the store's 7,000 square foot main floor, is one of the firm's largest drug departments, an extensive prescription pharmacy, an outstanding cosmetic counter and a gigantic 100-foot soda fountain

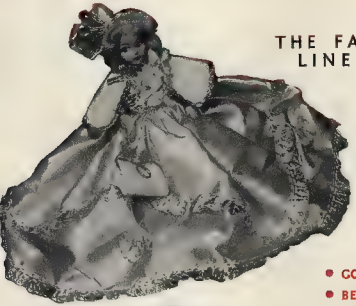
In person to greet customers during Grand Opening Week, October 11th to October 15th, was beautiful Miss Illinois, Trudy Germi of Chicago, who ranked among the top three winners in this year's national Miss America contest.

Miss Illinois, lovely Trudy Germi, posed with stuffed toys at Walgreen's opening.

# *When you think of Exquisite Character Dolls . . .*

# *it's Duchess you mean*

(THE CREATORS OF DOLLS OF ALL NATIONS)



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- PACKAGED IN SALES-GETTING ACETATE WINDOW-BOXES

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# Thanks... *yes, many thanks*

Toy Buyers everywhere, we appreciate your patronage. Your enthusiasm over Hubley Cap Pistols and Die-Cut Kiddie Toys, as well as your acceptance of the entire new line of plastic toys, has been most pleasing. We sincerely hope we may continue to serve you. New merchandise is now in our planning rooms . . . We invite you to watch for the Hubley Spring Line.

THE *Hubley* MANUFACTURING COMPANY

LANCASTER, PENNSYLVANIA

For a cash register tune that makes merry profits there is no balloon item the equal of the Shmoo!

Al Capp's lovable comic strip characters continue to be best sellers on toy counters everywhere. The Shmoo is attractively packaged and comes equipped with feet in both the 10c size and the 19c size.

NOTE: In addition to the Shmoo we are pleased to offer all Al Capp characters including Li'l Abner, Daisy Mae, Mammy and Pappy, and others, printed on round and airship balloons.

WRITE TODAY FOR FREE SAMPLES AND PRICES

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  Vacuums and Cleans just like Mother's.
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MECHANICAL TOYS — FARM SETS — GAS STATIONS — SAILBOATS —
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(Registered U. S. Patent Office)

ROOM 442 FIFTH AVENUE BUILDING, N.Y.

**KEYSTONE MFG. CO.**

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penny for penny

IN STUFFED TOYS YOUR BEST BUY IS Gund

Point by point and feature by feature, GUND has given a better buy in stuffed toys for over half a century. GUND'S superb quality and matchless styling has been the reliable standard of measurement since 1898.

- Stuffed Animals
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Once again we are pleased to announce that the famous family of Easter Gunds is ready. You'll find an abundance of sensational Easter promotional items. For Easter business get behind GUND, the name that means real value in stuffed toys.

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J. SWEDLIN, INC., Successor, 200 Fifth Ave., New York, N. Y.

# IT'S A NATURAL!

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### are PRE-SOLD by Millions of Dollars worth of Publicity!

21 years of *intensive* publicity are helping you sell when you feature world-famous Walt Disney HOME MOVIES. Now that nearly every family owns or has access to Home Movie projection units, who can question the universal appeal of these outstanding films? If you are not now stocking these fast-moving "Money-Makers," we urge you to try-out on a small scale. the two "*store-tested*" deals itemized below are a NATURAL for quick profits!

**DEAL No. 26**
(Retail value, $26.00)
2 reels 50 ft. 16mm
2 reels 100 ft. 16mm
4 reels 50 ft. 8mm
3 reels 100 ft. 8mm
Includes: Mickey Mouse, Donald Duck, Westerns, Comedies and Movie Stars.

See your LOCAL DISTRIBUTOR or write us direct to Dept. B for full cooperation

**DEAL No. 52**
(Retail value, $52.00)
2 reels 50 ft. 16mm
2 reels 100 ft. 16mm
4 reels 50 ft. 8mm
4 reels 100 ft. 8mm
2 reels 8mm FEATURETTES
Includes: Mickey Mouse, Donald Duck, Westerns, Comedies and Movie Stars.

**Full Color Display Units**

Disney Films come to you packed in compact, full-color counter display units *Properly displayed, they sell on sight!*

**6060 SUNSET BLVD., HOLLYWOOD 28** HOLLYWOOD Film ENTERPRISES Inc. **CALIF.**

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A TOY OF Merit MADE IN U.S.A.

*They Sell!*

APPEALING design, backed by manufacturing know-how add up to sales success . . . furthered by prices scaled for volume.

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Available in Four Sizes

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# KINGSTON ROLLER SKATES

*First* IN THE POPULAR PRICE MARKET

WRITE FOR COMPLETE INFORMATION

KINGSTON PRODUCTS CORP., Hwd. Div. P-11 Kokomo, Ind.

# TIE YOUR TOY TO A STAR!

William Morris Agency, Inc. is pleased to announce the appointment of

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as commercial consultants in the licensing of manufacturers to use the likenesses and signatures of their stars in commercial tieups.

*The Agency of the Show World* is now ready to issue merchandise license agreements on top-flight radio, television and screen personalities.

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# THE TOY MARKET

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*Permanent Display of America's Leading Toy Lines*

## *NATIONALLY KNOWN LINES THAT SELL*

*FEATURING*

**MATTEL CREATIONS**
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SCALE MODEL FORDS, PLYMOUTHS AND STUDEBAKER

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IT WILL PAY YOU TO PAY US A VISIT

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# MAKIT TOY

PRIMARY MakIt—66 pieces
SUPER MakIt—175 pieces
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**THE COLORFUL CONSTRUCTION TOY**

*A YEAR 'ROUND BEST SELLER OF PROVEN POPULARITY*

Builds toys with wheels that turn. Includes 3 colors of wheels 2 sizes of rods in 5 to 6 lengths, pressboard windmill blades. Builds mechanical toys, wagons, airplanes, doll furniture, etc. Packed in attractive 4-color cylindrical carton

**W. R. BENJAMIN CO.**
Granite City, Illinois

**"First with the Newest"**

**M & A WARES CO.**

TOY WHOLESALERS
36 W. 24th ST., NEW YORK 10, N. Y.
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Investigate the exceptional year 'round sales and profit opportunities of the

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9 FINE MODELS INCLUDING 2 NEW FIBERS and COACHES

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**10 NEW TOYS FOR '49**

10 NEW TOYS — 10 NEW ONES

See this fast selling line of toys and games at our permanent showroom. Or write for catalog and price list.

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ORIGINAL
OPERATING MODEL STRADDLE TRUCK

***SWAN HILL MFG. CO.***
PLEASANTON, CALIF.

# LUPOR MECHANICAL TOYS

#260 HOT ROD

*Catalogs and Price Lists on Request*

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# FIRE CHIEF CAR

TO RETAIL AT

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*Saunders is Always First*
*in ideas and Quality!*

MANUFACTURED BY

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*Sayco Babies*

Millions and Millions of Little Girls
Have Loved Their

# SAYCO DOLLS

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FACTORY
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**ROOM 310, BRESLIN BLDG.**
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## On the McDonnell XF-88 Jet Fighter . . .

# *Safety Glass*

**BY PITTSBURGH**

***IN THE XF-88,*** the pressurized, thermostatically controlled cabin simplifies flight in the cold, rarefied upper air. The windshield is bullet- and bird-resistant Safety Glass, equipped for electrical de-icing. It is cut to fit at the factory and furnished to the manufacturer as a finished part — by Pittsburgh.

GREATER SAFETY AND COMFORT for pilots are increasingly important in modern aircraft design. For instance, they need quicker, more accurate all-around vision for take-offs, maneuvers and landings . . . better protection from gunfire and other flight hazards . . . more exact temperature and pressure control for stratospheric missions over world-wide objectives.

Many of these improvements involved glass and glazing problems that have been solved successfully by Pittsburgh. You will find—on many current types of military and commercial planes — aircraft type Safety Glasses, transparent plastics, photographic glasses, precision bullet- and bird-resisting glasses and double-glazed Safety Glass, all developed by Pittsburgh.

When aircraft designers sought a closer approach to the aerodynamic ideal in pilots' cockpits and bombardiers' compartments, Pittsburgh developed new and better glazing techniques which combine ample rigidity and structural strength with smooth flush mounting of multiple curved panels.

And we are continuing our aggressive development program, applying proven engineering principles to the solution of new problems as they arise. Over the years, we have amassed a priceless accumulation of glass-making experience. We have evolved unequalled production facilities. And they are at the disposal of aircraft manufacturers, large and small. Pittsburgh Plate Glass Company, 2294-9 Grant Building, Pittsburgh 19, Pa.

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS

PITTSBURGH PLATE GLASS COMPANY

*Are You interested in a NEW Toy Market*

# of 14,974,400 American Youths?

| | Department of Commerce census figures for this AGE GROUP | |
|---|---|---|
| For Children under 5 | 14,354,000 | The bulk of all toys being manufactured today are for these two age groups. |
| Children 5 to 11 | 15,851,500 | |
| Youths 12 to 18 | 14,974,400 | This is YOUR NEW MARKET— hungry for suitable toys, eager to BUY! |

If you want to be in on this

# NEW Gold Rush of '49

visit room 509 Hotel NEW YORKER
to see the toy sensation of 1949

*the famous*

# RED PHANTOM

*a REALLY NEW TOY*

that will sweep this NEW almost untouched market!

**TOY REPRESENTATIVES** — this is your Golden Opportunity of '49 to sell a non-competitive NEW toy that supplies the need of a vast new market. If you want to cash-in on the toy sensation of 1949 — Air Mail us full information about your organization, what lines you represent, volume of business, territory covered, etc. BETTER ACT TODAY, as preliminary correspondence now will lead to definite territory assignments to be made at our headquarters at the New York Toy Fair.

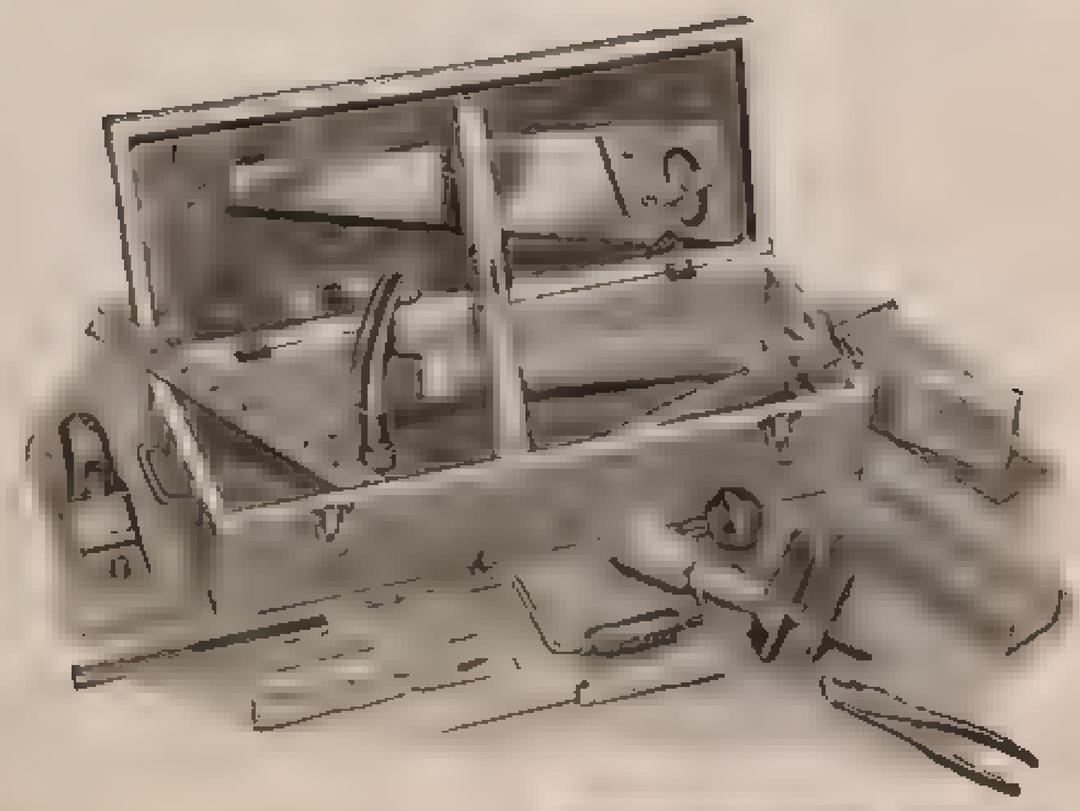
**DURO-MATIC YOUTH TOYS**
1039 N. LA BREA • HOLLYWOOD 38, CALIFORNIA

If you are interested in
NEW Toy Profits during 1949

*Don't Miss*
**ROOM 509 NEW YORKER**
while you are at the New York Toy Fair

# SEE 4 NEW HOT NUMBERS
## *by* AMERICAN TOY *at the* TOY FAIR

Every item is manufactured completely in our own wood and metal-working plants. This insures every buyer of the best possible merchandising values.



*NEW* TOY WORK BENCH

*NEW* DOLL HIGH CHAIR

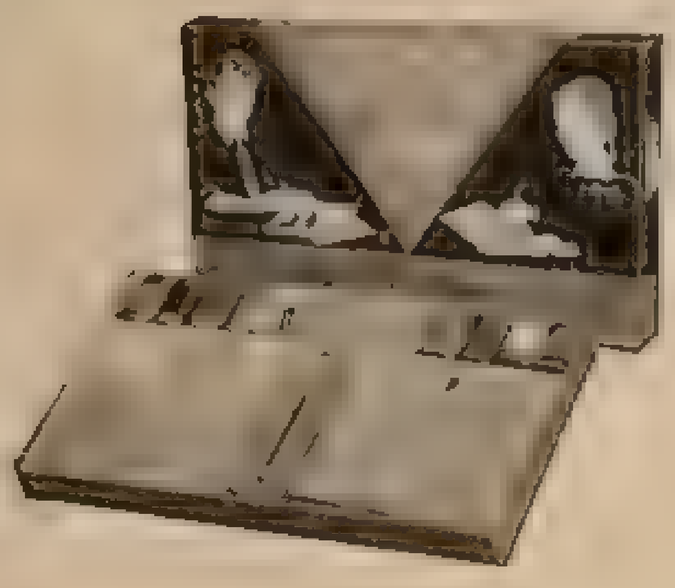
*NEW* ROCKING BOARD

*NEW* TOY CHEST

TOOL SETS

WONDER PEN WOODBURNING SETS

SAND PAINTING SET



**DISPLAY DURING THE FAIR**
**AT THE McALPIN HOTEL**
ROOMS. 506-508-510

*Old friends you will meet*
MEYER RAPAPORT
ELEANOR RAPAPORT
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# AMERICAN TOY & FURNITURE CO., INC.
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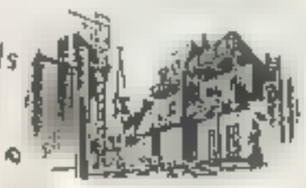
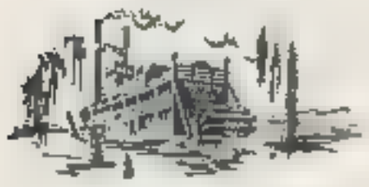
# THUNDERJETS OVER AMERICA

*Way down yonder . . . high above cotton fields and tobacco lands . . . more F-84's are going into active service daily . . . broadening the protective scope of our U.S. Air Force patrols.* ¶ *Two new models of the*

*Thunderjet . . . the F-84-D . . . and the F-84-E . . . have been added to the Air Force's fighter arm . . . bringing even greater performance in speed, range and altitude for air defense . . . and for quick retaliation in case of need.* ¶ *Not just an interceptor nor an escort fighter . but also a deadly fighter-bomber, carrying two thousand pounds of bombs, high velocity rockets, depth charges or incendiaries . . .*





*in addition to a FULL load of fuel for any required mission . . this is the THUNDERJET.* ¶ *Today, F-84's protect the vast Southern waterfront with its inland cities and farmlands . . . just as they are assigned to help guard our East and West Coasts and Northern boundaries. Proficiency of pilots and planes alike is kept razor sharp by*

*frequent maneuvers . . . high-lighting the tactical requirements of independent air operations, as well as performing vitally important close support assistance to Army Ground Force troops. . . . . Republic Aviation Corporation, Farmingdale, L. I., New York*

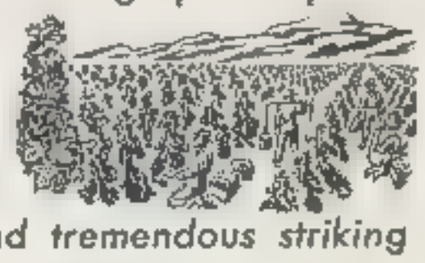
*"This is the year of the Thunderjet"*

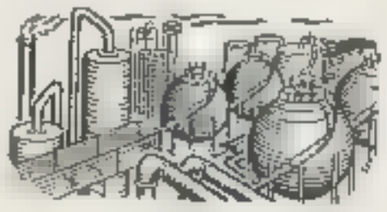
**REPUBLIC AVIATION**

*Makers of the Mighty Thunderbolt • Thunderjet • XR-12 •* XF-91

# THUNDERJETS OVER AMERICA

*San Diego, berth place of our alert Pacific fleet . . . Hollywood and Los Angeles, centers of the cinema world . . . and Southern California industry and commerce.*

*¶ San Francisco, gateway to the Orient . . . and* *back o'er the San Joaquin's lush acres of nature's generous bounty, with adjacent Ojai Valley . . . concentrated lode of oil for the wheels of progress . . . and great Hoover Dam,* *man-made miracle of irrigation's wonders, all are assured protection. ¶ This vital area of the West is patrolled by the Air Defense Command of the U.S. Air Force . . . which is calling upon Republic F-84 Thunderjets in ever increasing numbers to assist in*  *carrying out the air defense mission. The Thunderjet's broad range . . . speed of more than 600 M.P.H. and tremendous striking power, are day by day proving to be necessary defense factors . . . for preserving the peace.*



Republic Aviation Corporation, Farmingdale, L. I., N. Y.

*"This is the year of the Thunderjet"*

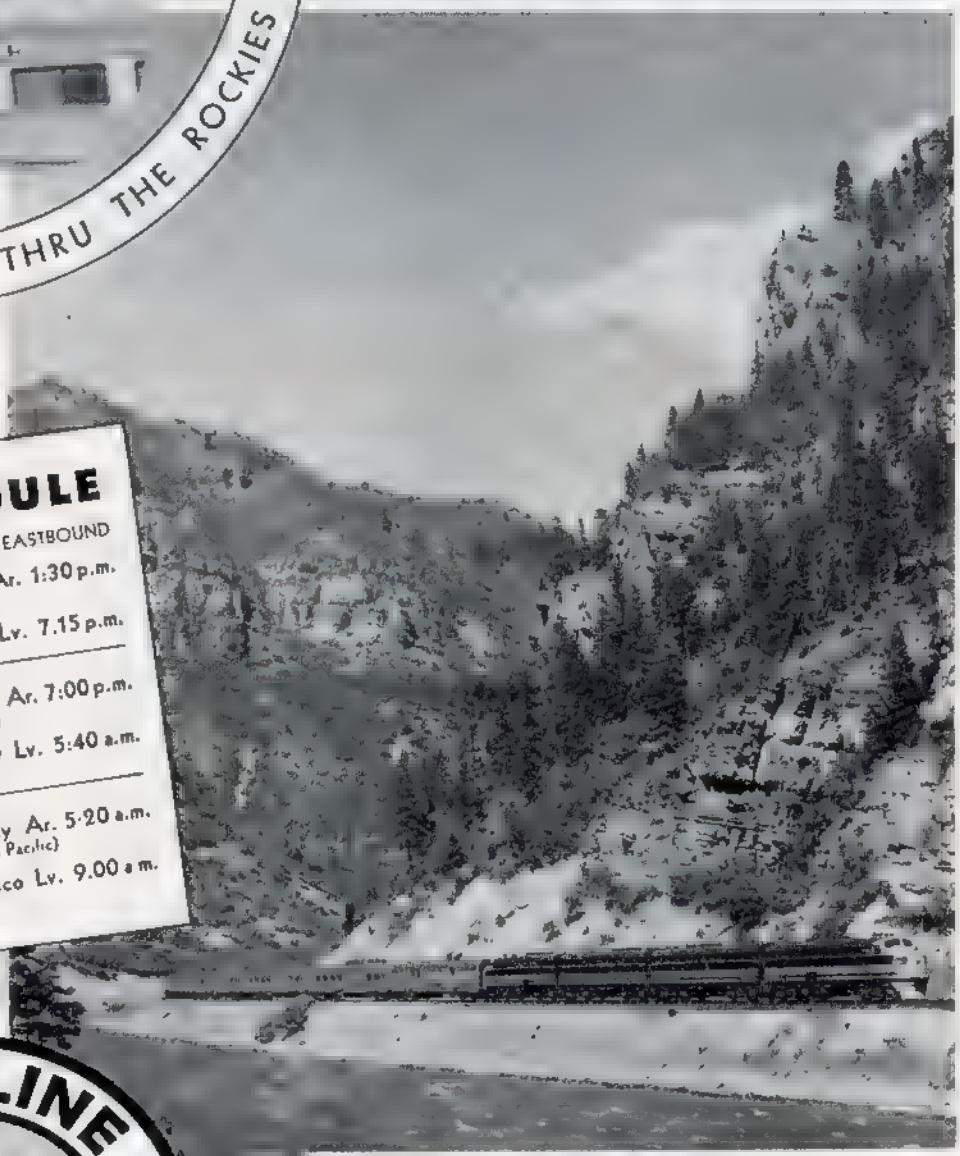
REPUBLIC AVIATION

*Makers of the Mighty Thunderbolt • Thunderjet • XR-12 •* XF-91

# The California Zephyr in Service

## March 20th

DAYLIGHT THRU THE ROCKIES . . .



## THE SCHEDULE

| WESTBOUND | | EASTBOUND |
|---|---|---|
| 3:30 p.m. Lv. | Chicago (C.T.) (via Burlington) | Ar. 1:30 p.m. |
| 8.20 a.m. Ar. | Denver (M.T.) | Lv. 7.15 p.m. |
| 8.40 a.m. Lv. | Denver (M.T.) (via Rio Grande) | Ar. 7:00 p.m. |
| 10-05 p.m. Ar. | Salt Lake City (M.T.) | Lv. 5:40 a.m. |
| 10:25 p.m. Lv. | Salt Lake City (M.T.) (via Western Pacific) | Ar. 5:20 a.m. |
| 4.50 p.m. Ar. | San Francisco (P.T.) | Lv. 9.00 a.m. |

MAIN LINE
Rio Grande
THRU THE ROCKIES

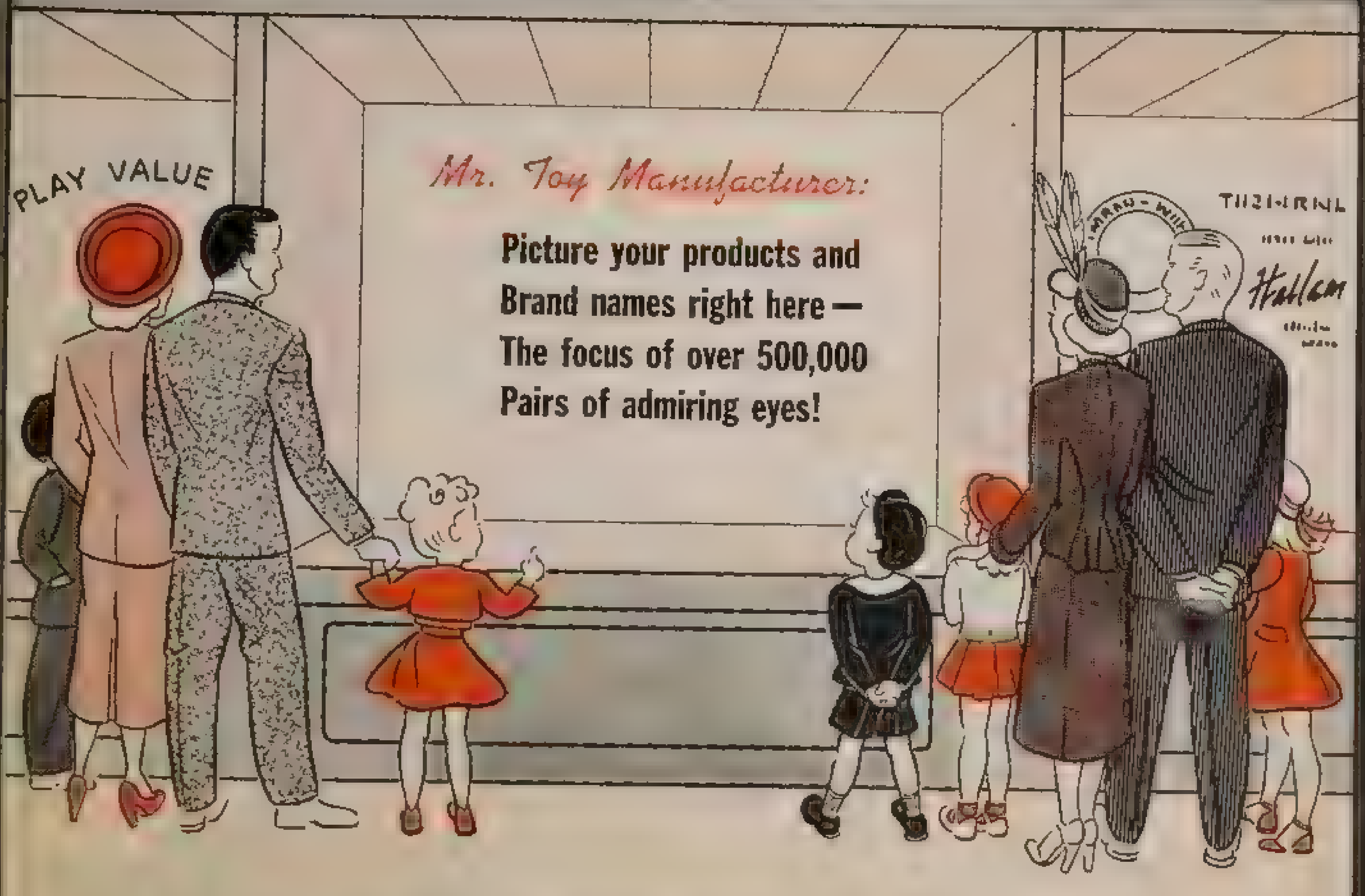
## THE SERVICE

• DAILY 11-Car fixed-consist train, including five Vista-Dome cars, as follows:

- 1 — Baggage car.
- 3 — 46-passenger reserved seat Vista-Dome coaches (forward half of first coach exclusively for women and children.)
- 1 — Vista-Dome Buffet-Lounge (lounge for all passengers; dome for sleeping car passengers.)
- 2 — 10-Roomette, 6-Double Bedroom Sleepers.
- 1 — 48-seat Diner, including 4 semi-private dining nooks.
- 1 — 16-section Standard Sleeper.
- 1 — 10-Roomette, 6-Double Bedroom Sleeper, operating thru from New York alternately on Pennsylvania and New York Central Railroads.
- 1 — Vista-Dome, Observation-Lounge, including cocktail lounge, 1 Drawing Room and 3-Double Bedrooms.

24 unreserved seats in each Vista-Dome; "Zephyrette" hostess service; radio, public address and phone system thruout train; all stainless-steel, roller-bearing construction; diesel power, of course; in short, America's finest train. Service starts March 20 from both Chicago and San Francisco. Route your tickets "Rio Grande."

H. F. ENO, Passenger Traffic Manager
Denver and Rio Grande Western Railroad
Rio Grande Building • Denver, Colorado




# It's a big boost for your toys!

• Your toys on display in the Toy Museum in the SANTA CLAUS LAND children's park will be seen by nearly 500,000 pairs of eyes in 1949 — eyes of children who *want* toys and eyes of parents and adults who *buy* toys. What an opportunity for you to impress *your toys* and *brand names* on a toy-buying audience!

And lending to the sales appeal of your toys is the fact that they are displayed in SANTA CLAUS LAND, the place "where Santa lives" to thousands of children all over the United States. Children who see the manufacturers' displays in the Toy Museum want toys "just like the ones I saw in Santa Claus Land." What a powerful sales story *that* makes for your toys—when they are displayed in SANTA CLAUS LAND.

You can give your toys this sales boost—put them on display now in SANTA CLAUS LAND. It's inexpensive and you are paid many times over in consumer acceptance for your toys. *You'll be putting your toys effectively before a larger toy-buying audience in 1949 than you can get in any other advertising media at our low price.*

Write today for complete details, or make your reservation now for a Toy Museum display during 1949 Write direct to SANTA CLAUS LAND, Santa Claus, Indiana

**GLASS-ENCLOSED BOOTH** [illegible] pastel Rose and [illegible]

**OPEN-FACED BOOTH** [illegible] nately 5 ft [illegible] background [illegible]

***Write direct or ask your representative for further details***

Santa Claus Land SANTA CLAUS INDIANA

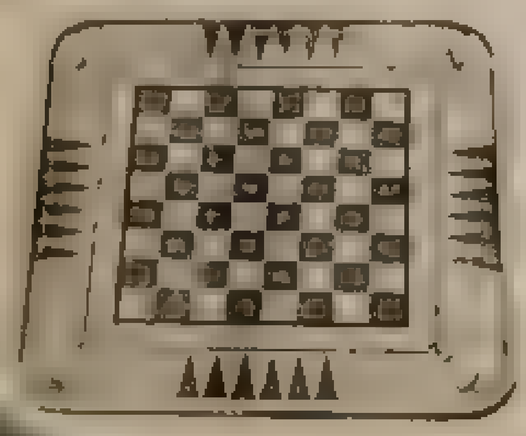
# GAMES OF CHANCE
# GAMES OF SKILL...
## *Carrom Games*
# WILL FILL THE BILL!

**FOX HUNT** Combines skill and chance ... with plenty of fast action. Appeals to all age groups from 6 to 60

**DRIVE N PUTT.** A brand new floor model golf game . . . the newest addition to the Carrom line. Plays like the real thing.

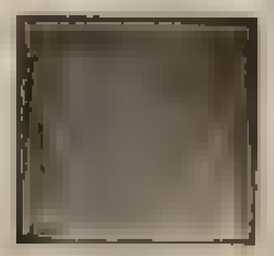
**CARROM BAGATELLE** Fun for the pin ball experts. Can be played solo or by a crowd. Made of selected hardwood plywood size 15 x 30

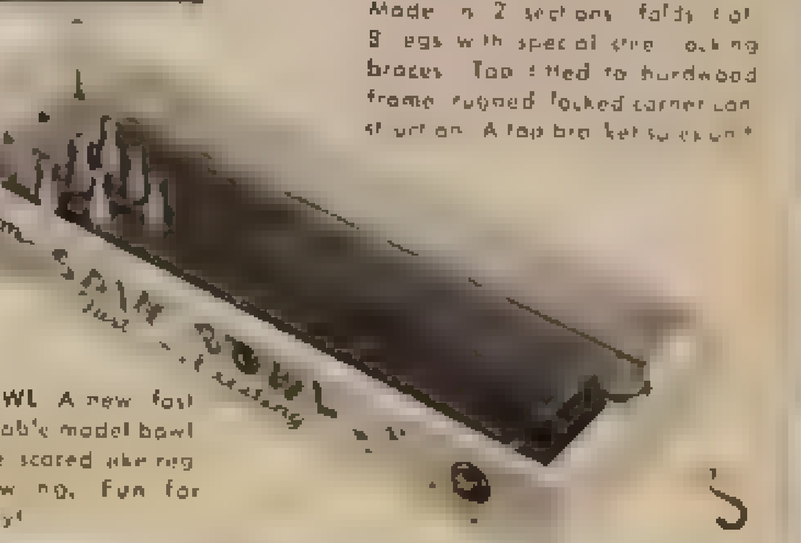
**GUSHER!** The new amusement device adjunct to Boom Game. For adult players and adults. An entertaining family novelty game.



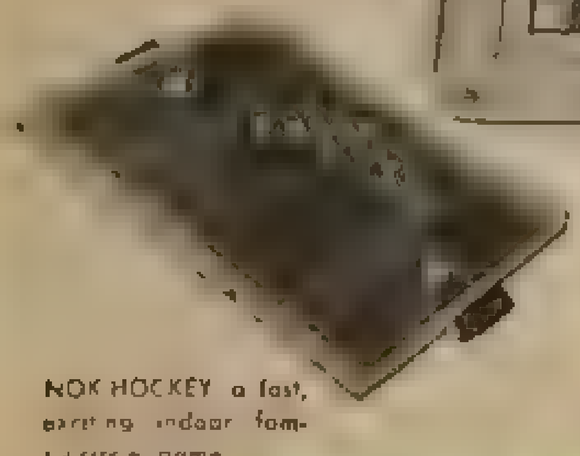
**CARROM-CROKINOLE** The oldest and one of the most popular parlor games. The game of games. Play up to 7 games on one board. Tune number.

**RAINBOW RACING** Simulates sailboat racing . . . fun for youngsters as well as adults. Supplied with 6 plastic sailboats, 3 dice, 23 chance cards and a set of 12 starting cards. New different entertaining!





**OFFICIAL TABLE TENNIS TABLE** Made in 2 sections, folds flat. 8 legs with special fine locking braces. Top fitted to hardwood frame, rubber locked corner construction. A top brand set to choose.



**NOK HOCKEY** a fast, exciting indoor family circle game.




**SPIN BOWL** A new fast exciting table model bowling game scored like regular bowling. Fun for everybody!

# Carrom Industries, Inc.

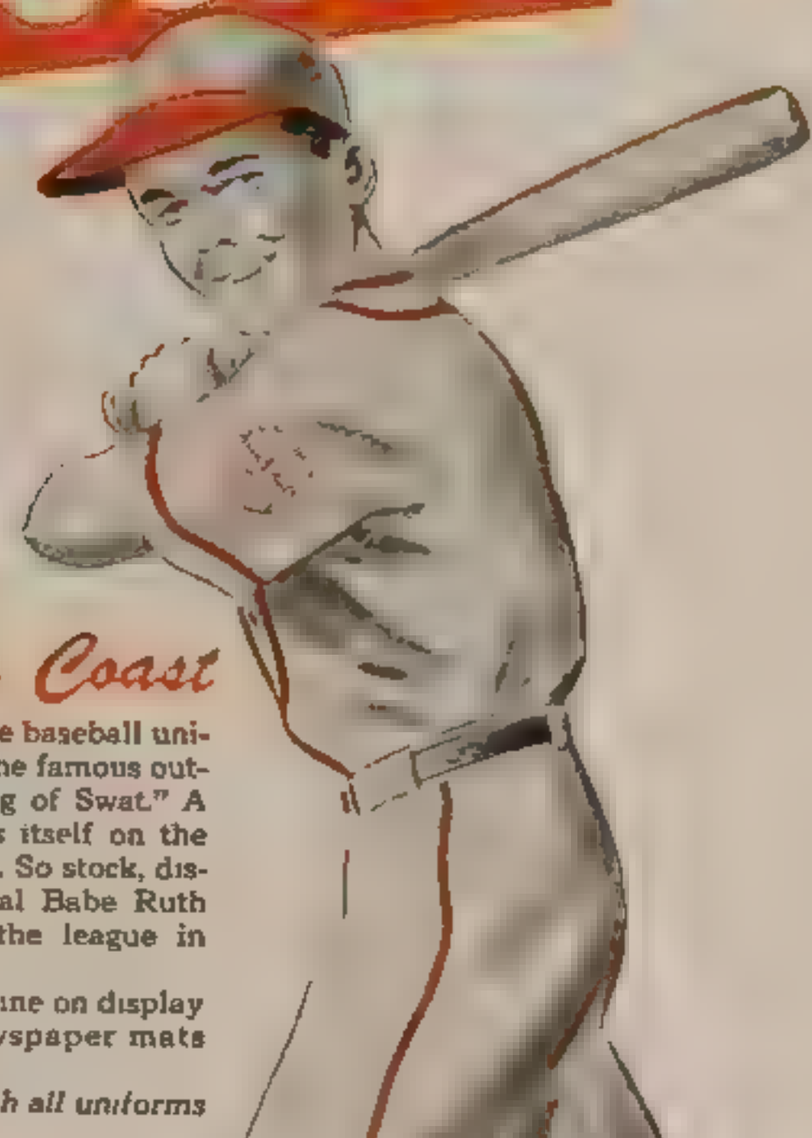
LUDINGTON Established 1889 MICHIGAN

*Largest Makers of Game Boards in the World*

NEW YORK SHOWROOM: 19 West 44th St. (near 5th Ave.) — Room 413, Berkeley Building

SEE OUR DISPLAY AT THE AMERICAN TOY FAIR HOTEL McALPIN, NEW YORK CITY MARCH 7-15, 1949

# EXCLUSIVE



THE OFFICIAL

# Babe Ruth
## BASEBALL UNIFORM

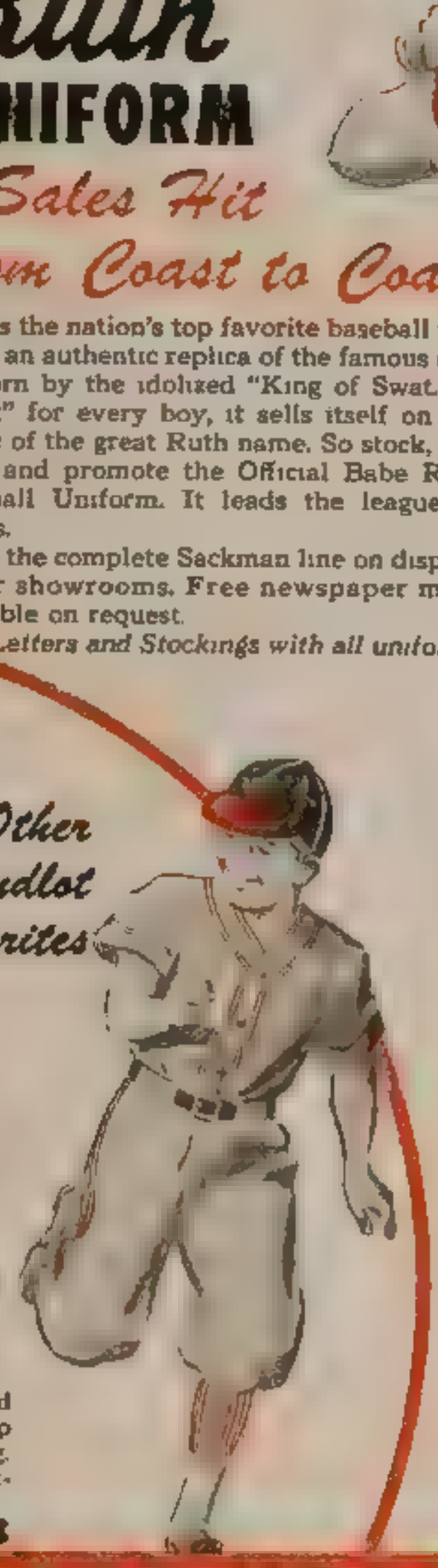
*A Sensational Sales Hit from Coast to Coast*

Here's the nation's top favorite baseball uniform; an authentic replica of the famous outfit worn by the idolized "King of Swat." A "must" for every boy, it sells itself on the magic of the great Ruth name. So stock, display, and promote the Official Babe Ruth Baseball Uniform. It leads the league in profits.

See the complete Sackman line on display at our showrooms. Free newspaper mats available on request.

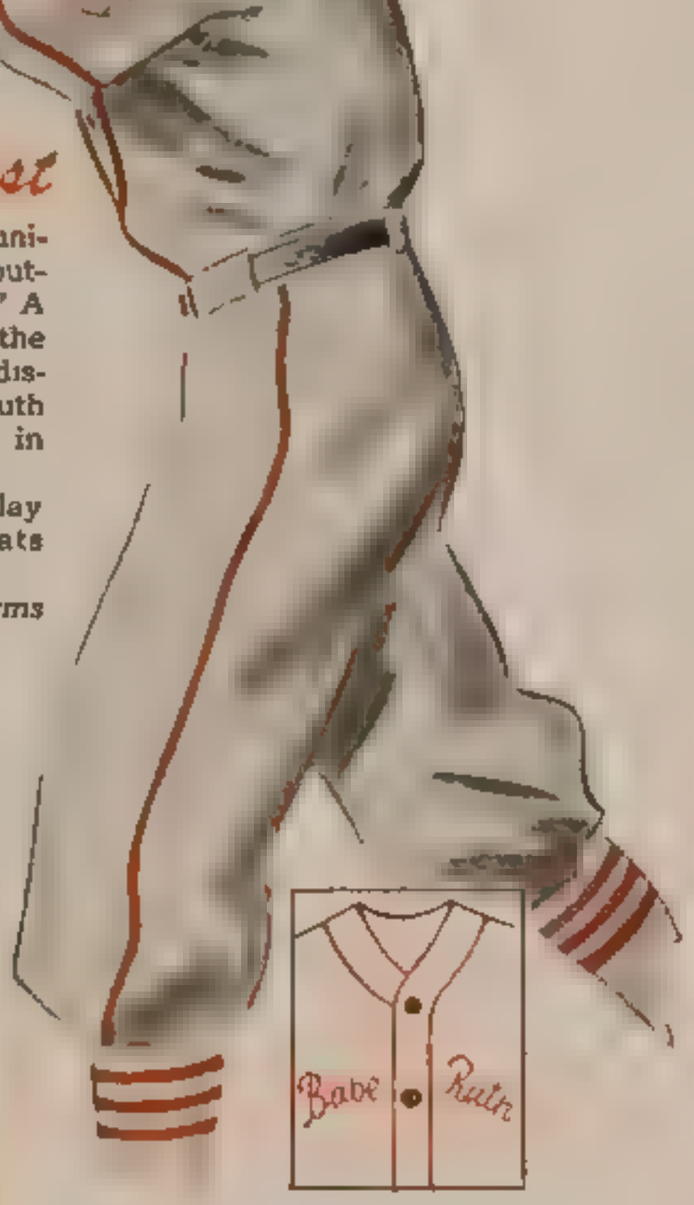
*Letters and Stockings with all uniforms*

*Two Other Sandlot Favorites*



**BIG FOUR BASEBALL UNIFORM**
Cotton flannel suit. Red trimming. Sizes 4-14. Shirt, pants, belt, stockings, cap, and letters.
*Suggested retail price:* **$2.98**

**BIG FIVE BASEBALL UNIFORM**
Duvetyn suit. Sizes 4-16. Shirt and pants have two-tone braid. Felt cap with eyelets and soutache trimming. Genuine leather belt. Two-tone stockings and letters.
*Suggested retail price:* **$4.98**

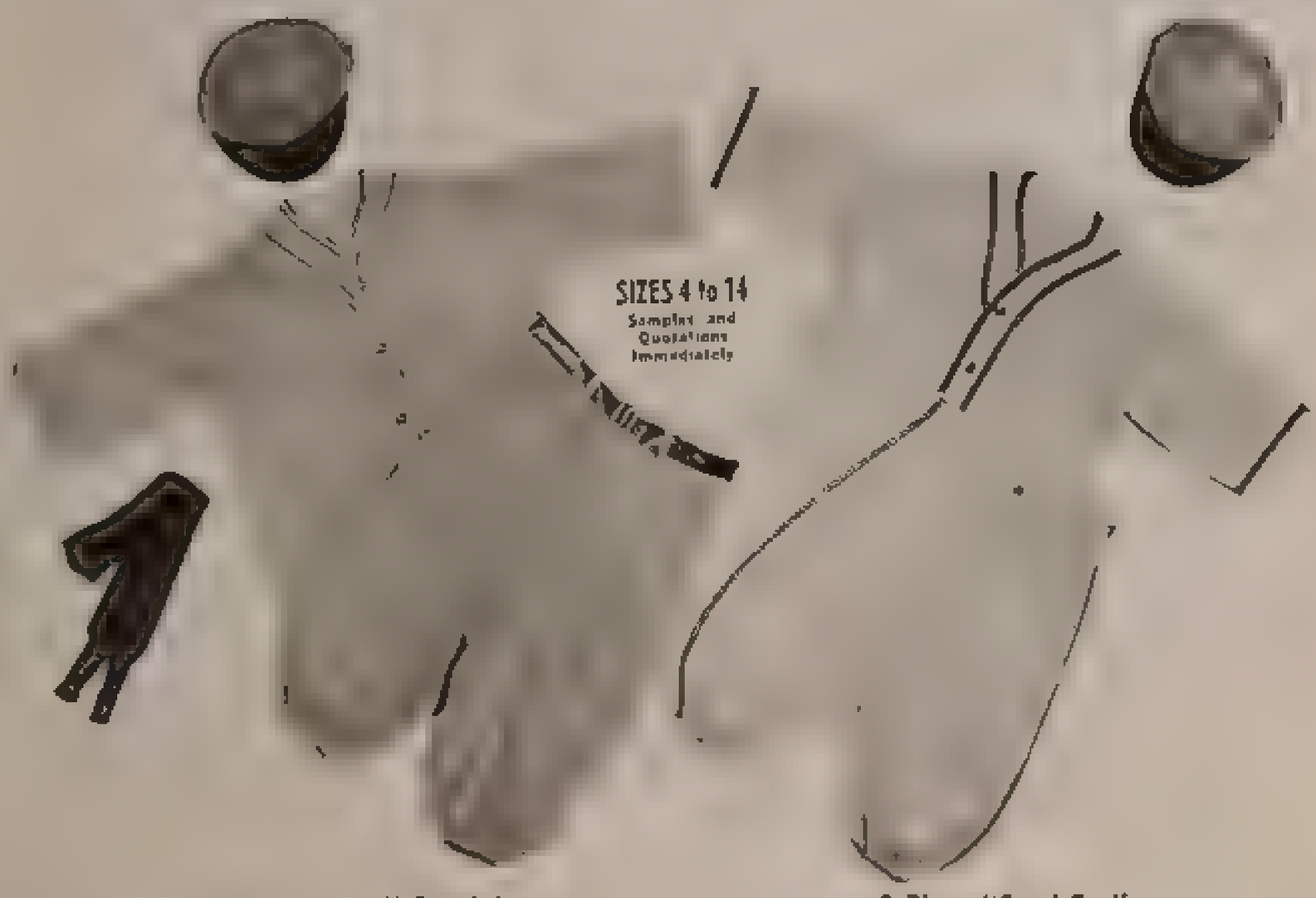



**OFFICIAL *Babe Ruth* BASEBALL UNIFORM**
Heavy cotton flannel suit. Sizes 4-14. Shirt and pants have blue trimmings, and matching cap. Genuine leather belt. Two-tone stockings. Babe Ruth name on front of shirt; and official Babe Ruth emblem on sleeve.
*Suggested retail price:* **$3.98**

**SACKMAN BROTHERS COMPANY**
[redacted]

YOUR MONEY LINE FOR '49

# Two *Outstanding* values at *Rock*-Bottom PROMOTION prices




*5-Piece Home Run" Special*

*3-Piece "Semi-Pro"*

*A complete line of juvenile football uniforms and baseball suits on display at the TOY CENTER the year 'round.*

## MAJOR SPORTSWEAR CO., Inc.

HAROLD SHANDLER

PERMANENT SHOWROOM SUITE 456, 200 FIFTH AVENUE, N. Y. C.

FACTORY 55 GREENE ST., N. Y. C.



[redacted]

# YALE

## RAZZLE DAZZLE

BE SURE TO VISIT US AT
OUR NEW SHOWROOM
ROOM 563
200 FIFTH AVE
NEW YORK 10, N Y

FOOTBALLS
BASKETBALLS
BASKETBALL SETS
BOXING GLOVES
HELMETS
SHOULDER PADS
FOOTBALL PANTS
FOOTBALL JERSEYS
[illegible]
BLADDERS

STRIKING BAGS
FLOOR PUNCHING BAGS
TENNIS RACKETS
PLAYBALLS

BASEBALL GLOVES
BASEBALLS
SOFTBALLS
BASEBALL BATS
SOFTBALL BATS
SOFTBALL MASKS
BASEBALL MASKS
BASEBALL UNIFORMS
CHEST PROTECTORS
BASEBALL SETS

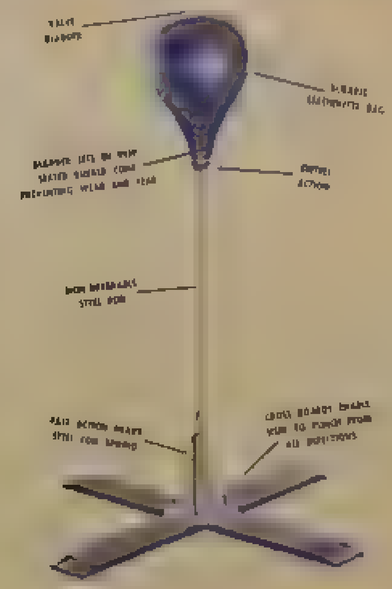
## JUVENILE SPORTING GOODS

"MADE RIGHT . . PRICED RIGHT . . . SINCE 1907"

## FLOOR PUNCHING BAG

**ORIGINAL • IMPROVED • BEST**

No 794V Compact, easy to assemble. For ages — 43 inches high. Each in a carton



## PUNCHING BAGS

| | |
|---|---|
| 52V | Boys' size leatherette bag with valve bladder and needle. Pear shape, each in a box. One dozen to carton |
| 54V | Youths' size, leatherette bag with valve bladder and needle. Pear shape. each in a box. One dozen to carton |
| 55V | Boys' size, sheepskin leather bag with valve bladder and needle. Pear shape. each in a box. One dozen to carton |
| 58V | Youths' size sheepskin leather bag with valve bladder and needle. Pear shape. each in a box. One dozen to carton. |
| 581000 | Youths' size, cowhide leather, with valve bladder and needle. Pear shape. each in a box. One-half dozen to the carton |

## BOXING GLOVES

Four Gloves to a Set
One Set to a box
Hair Filled Sheepskin

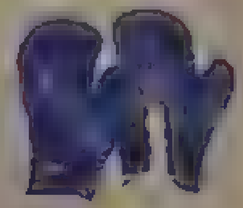
**Pro. 7**
Up to 7 years of age.
Wine and tan
combinations

**Pro. 12**
Up to 12 years of age
Wine and tan
combinations

**Pro. 16**
Up to 16 years of age
All wine

## BASEBALL SETS

No. B4—Baseball set consisting of fielder's glove bat and baseball. One dozen to a carton.



NEW PLANT
OPENED 1946

WRITE
FOR
PRICE LIST

THE MONECO CO. • *Manufacturers* • HAMDEN (NEW HAVEN) CONN
NEW YORK SHOWROOM: ROOM 563 • 200 FIFTH AVENUE • NEW YORK 10, N. Y.

## VALVE FABRIC FOOTBALLS

**355VR** Official size, pebble grain fabric. Equipped with rubber valve bladder and inflating needle. Packed inflated two dozen to the carton.

**555VR** Official size, two-tone grain fabric. Rubber valve and inflating needle. Packed inflated two dozen to the carton.

**655VR** Official size, two-tone, double lined grain fabric. Rubber valve bladder and inflating needle. Packed inflated two dozen to the carton.

**705VR** Official size and weight. Made of heavy two-tone grain fabric. Equipped with rubber valve bladder and inflating needle. Packed inflated each in a box and one dozen to the carton.

## LEATHER FOOTBALLS

**88V** Official size and weight. Made with all rubber valve bladder and inflating needle. Packed inflated each in a box. 1 dozen to carton.

**M5V** Official size and weight. Top grain pigskin. Double lined. Equipped with rubber valve bladder and inflating needle. Packed inflated each in a box and one dozen to the carton.

**88V** Official size and weight. Top grain cowhide. Double lined. Equipped with rubber valve bladder and inflating needle. White leather laced. Packed inflated each in a box and one dozen to the carton.

**78V** Official size and weight. Selected top grain cowhide. Double lined. Equipped with rubber valve bladder and inflating needle. White leather laced. Packed inflated each in a box. 1 dozen to carton.

**105V** Official size and weight. LEATHER FOOTBALL with needle valve. One-piece cover of heavy duty rubber to insure strength and bounce. Each in a box. One dozen to the carton.

## MINIATURE & TOUCH

**33** Miniature football made of grain fabric with rubber valve bladder. Packed inflated three dozen to the carton.

**47** Miniature football. Two-tone grain fabric. Complete with rubber valve bladder and inflating needle. Packed inflated three dozen to carton.

**552V** Official size Touch football. Made in two-tone pebble grain fabric. Equipped with rubber valve bladder and inflating needle. Packed inflated two dozen to the carton.

## HELMETS & SHOULDER PADS

**511** Helmet. Boys' sizes. Made of simulated leather. Two strap crown. Felt lined, cushion web cross strap on inside. Adjustable chin strap. Packed one dozen to the carton.

**517** Helmet. Sturdy fibre crown with two strap decoration, molded ears. Felt padded with inside cushion cross strap. Adjustable chin strap. Packed one dozen to the carton.

**521** Helmet. Vulcanized fibre crown, two strap with molded ears. Inside cushion cross strap. White felt lined. Adjustable chin strap. One dozen to carton.

**525** Helmet of sturdy fibre and leather with built-up padding and inside cushion cross strap. Molded ears. Adjustable chin strap. Professional looking. Packed one-half dozen.

**811** Shoulder pad. Made of simulated leather, to match No. 511 helmet. Felt padded. Adjustable. Packed one dozen to the carton.

**817** Shoulder pad. Molded fibre with gray felt padding. To match No. 517 helmet. Adjustable. Packed one dozen to the carton.

**821** Shoulder pad. Vulcanized molded fibre. White felt padded. Adjustable. To match No. 521 helmet. Packed one dozen to the carton.

**825** Shoulder pad. Sturdy molded fibre. Built-up white padding. Adjustable. To match No. 525 helmet. Packed one half dozen.

## BASKETBALLS

**557VR** Official size. Four panel cover of two-tone grain fabric. Rubber valve bladder and inflating needle. Packed inflated one dozen to carton.

**657VR** Official size, double lined two-tone fabric. Four panel cover. Rubber valve bladder with inflating needle. Packed inflated one-half dozen to the carton.

**707VR** Official size. Four panel cover of extra heavy two-tone grain fabric. White laced. Rubber valve bladder and inflating needle. Packed inflated each in a box and one-half dozen to the box.

**97V** All rubber basketball, official size and weight. Rubber valve and need le. Each in a box. One-half dozen to the carton.

**77V** Molded and laceless leather cover. Official size and weight. Rubber valve bladder with inflating needle. Each in a box.

## BASKETBALL & GOAL SETS

**DG56** Door Basketball Goal Set. Junior size basketball with rubber valve bladder and inflating needle. Complete with hooks for hanging over door or chair. Packed each set in a box, one dozen to the carton.

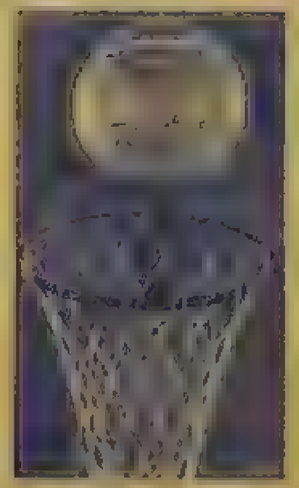
**BS56** Basketball Goal Set. Same as above, without hanging hooks. Hardware for attaching. Complete set in box, one dozen to the carton.

**BS36** Basketball Goal Set. Smaller size goal with net and miniature basketball. Hardware included. Complete set in box, one dozen to the carton.

**36** Miniature basketball with valve bladder and needle. Packed inflated two dozen to the carton.

**56** Junior size basketball with valve bladder and needle. Packed inflated one dozen to the carton.

**56W** White fabric junior size basketball, or volleyball. Valve bladder with needle. Packed inflated one dozen to the carton.



**RG57** Official size basketball and regulation size goal with net. complete in carton. Six sets to a bundle.

**RG1** Regulation size, heavy iron goal with net. Packed one dozen goals to the carton.

## ACCESSORIES & BLADDERS

**W8** Steel barrel pump, long nozzle 11/4 x 12 inches.

**W2** Steel barrel pump, long nozzle 11/4 x 6 inches.

**TI** Tin barrel pump 1 x 9 inches.

**IN** Inflating needle.

**9318** Football bladder.

**9838** Soccerball bladder.

**9828** Basketball bladder.

**9858** Striking bag bladder.

THE MONECO CO. • *Manufacturers* • HAMDEN, (NEW HAVEN) CONN

Ladies' Home

# JOURNAL

February, 1949
25 cents

WE CAN MAKE CHILDBIRTH SAFER
*by J. H. Haskell*

DEATH BE NOT PROUD
*by John Gunther*

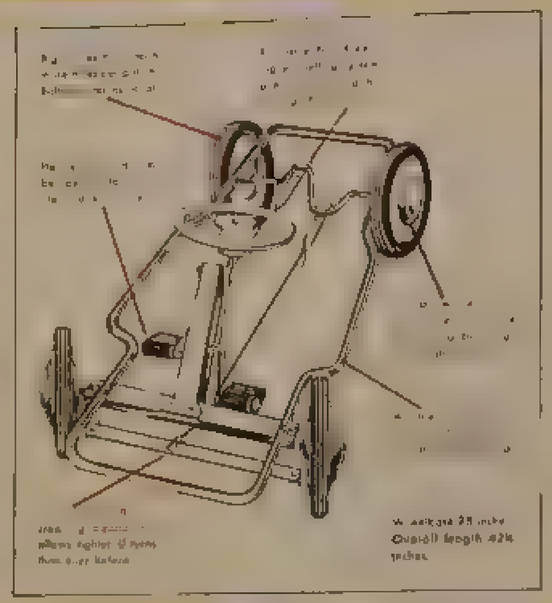
# Steger makes a full Line of Quality Cars and Wagons

## Never before an Auto like this!

On any body of concrete or it's combined plywood and real beauty is the most wonderful thing on wheels for our youngsters ... sturdy ... and ... to ... the ... of ... on ... or ... He's the most proud of ... for ahead ... the time.

And look at the chassis! Big coil spring suspension, big car steering mechanism ... built to stand the gaff and on and on ... under hard plus day after day. It designed and ... the youngsters. The big fun ... is ...

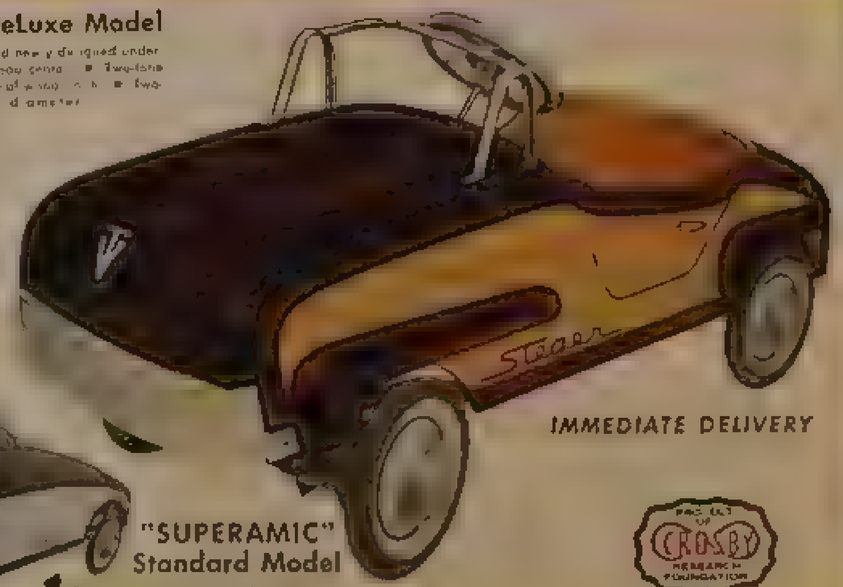
Approved by
CROSBY RESEARCH FOUNDATION



... weighs 25 inches
Overall length 42½ inches

## "SUPERAMIC" DeLuxe Model

Combined plywood and steel ... designed under ... ■ Will not stop in deep sand ■ Two-tone body ... Plum Maroon with Natural ... ■ two ... steering wheel ... diameter ... and cars or white ... ye ... head ... Wheels white enamel ... red ... and ... aluminum hubcaps. Wheel size 8 ■ ... rubber tires. Big balloon tires ... ■ ... of car 47 ... wide ... high 20 ... ■ Seat space ... long 14 ... wide ■ Weight ... or approx. 46 lbs. ■ Wheelbase ... finish and white ... ■ Sturdy and ... ■ ... straight steel ... Rear ... white



IMMEDIATE DELIVERY

## "SUPERAMIC" Standard Model

Same ... as ... and ... features ... the Deluxe Model. No ... and ... Weight ...

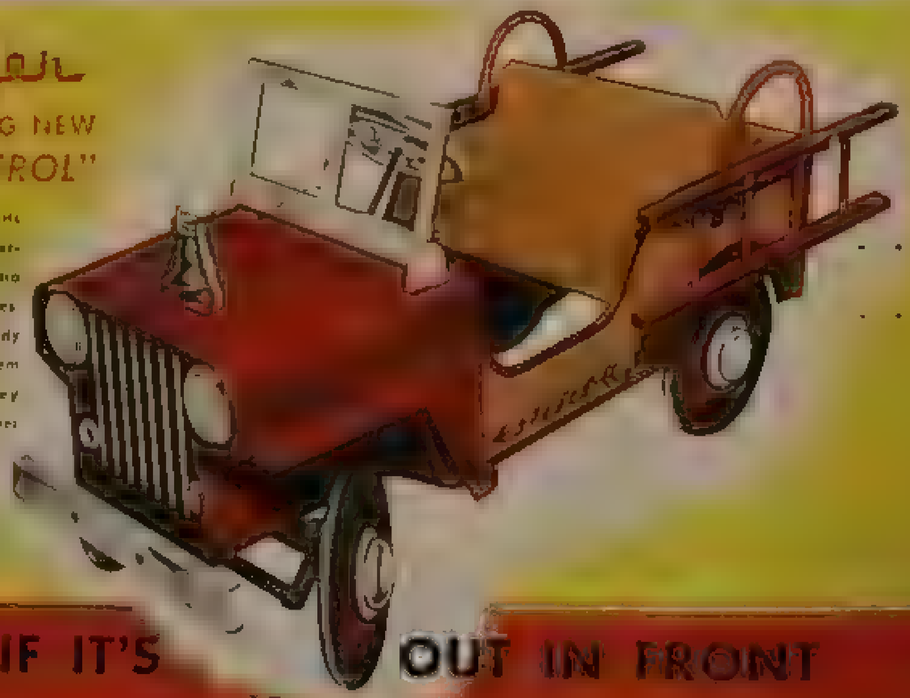
PROJECT OF CROSBY RESEARCH FOUNDATION

## Steger

THE EXCITING NEW
"FIRE PATROL"

It has captured the hearts and fancy of young Americans everywhere. Extra large size, extra features. They are strong, sturdy and safe. Compare them with other cars. They out-do and out sell other lines.

PROJECT OF CRF RESEARCH FOUNDATION



The Steger "Fire Patrol" comes with Hook & Ladder. Built from finest materials by expert craftsmen. Windshield can be raised and lowered. Length of car is 42 inches with ladders 50 inches. Here's a car that ... take! Yes, the war famous "Jeep" has been adapted for small ... homes.

## Steger
STATION WAGON

Same ... as ... and ... same wood paneling as the Steger "Fire Patrol". ... has been removed. Beautiful finish and ... It's the car that goes straight to ... hearts.

IF IT'S OUT IN FRONT . . . IT'S A Steger

# Compare!

## Steger Steel Wagons are stronger, larger, better than other wagons

Check these Features.

Extra heavy stamped steel bodies with every edge rolled under for safety

Body and wheels quality finished with extra heavy bright red baked enamel.

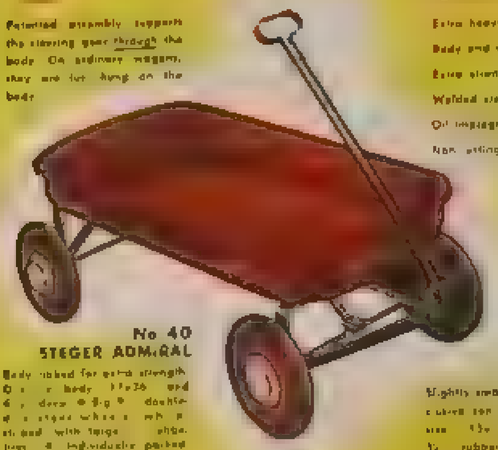
Extra strong steel chassis black finish

Welded steel tubular tie rod black finish

Oil impregnated hardwood axle life bearings for long wear. Rattle-free operation

Non-rusting aluminum hub cap

Patented assembly supports the steering gear through the body. On ordinary wagons, they are hung on the bed.



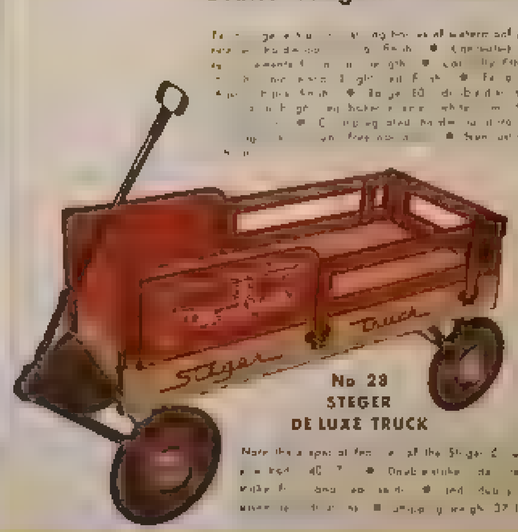
**No 40**
**STEGER ADMIRAL**

Body ribbed for extra strength. Over body 17x36 and 6" deep. Big 9" double-flange steel wheels with 1¼" rubber tires. Individually packed K.D. with easy to assemble instructions. Shipping weight 33 lbs.

Slightly smaller in size with same 24" wheelbase and chassis as Admiral. Body size 15x30. Big 7" wheels with 1¼" rubber tires. Individually packed K.D. with easy to assemble instructions. Shipping weight 22 lbs.

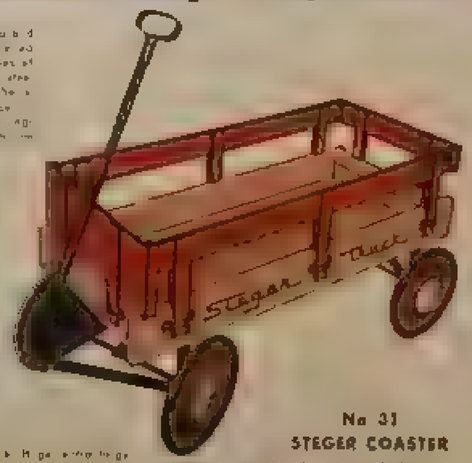
**No 12**
**STEGER COASTER**

## Stake Wagons—more attractive—stronger—longer lasting



**No 28**
**STEGER**
**DE LUXE TRUCK**

Note the special feature of the Steger Deluxe Truck. Large extra heavy reinforced 40" [illegible] Double action [illegible] Individually packed K.D. with easy to assemble instructions. Shipping weight 37 lbs. F.O.B. Steger, Ill.



**No 31**
**STEGER COASTER**

Reinforced body 7x19". Specially designed straight axle [illegible] Individually packed K.D. with easy to assemble instructions. Shipping weight 25 lbs. F.O.B. Steger, Ill.

General Offices and Plant

**STEGER PRODUCTS MFG. CORP., STEGER, ILL.**

*If it's a* STEGER PRODUCT *it's the Finest*

Contact us for name of our Sales Representative nearest you

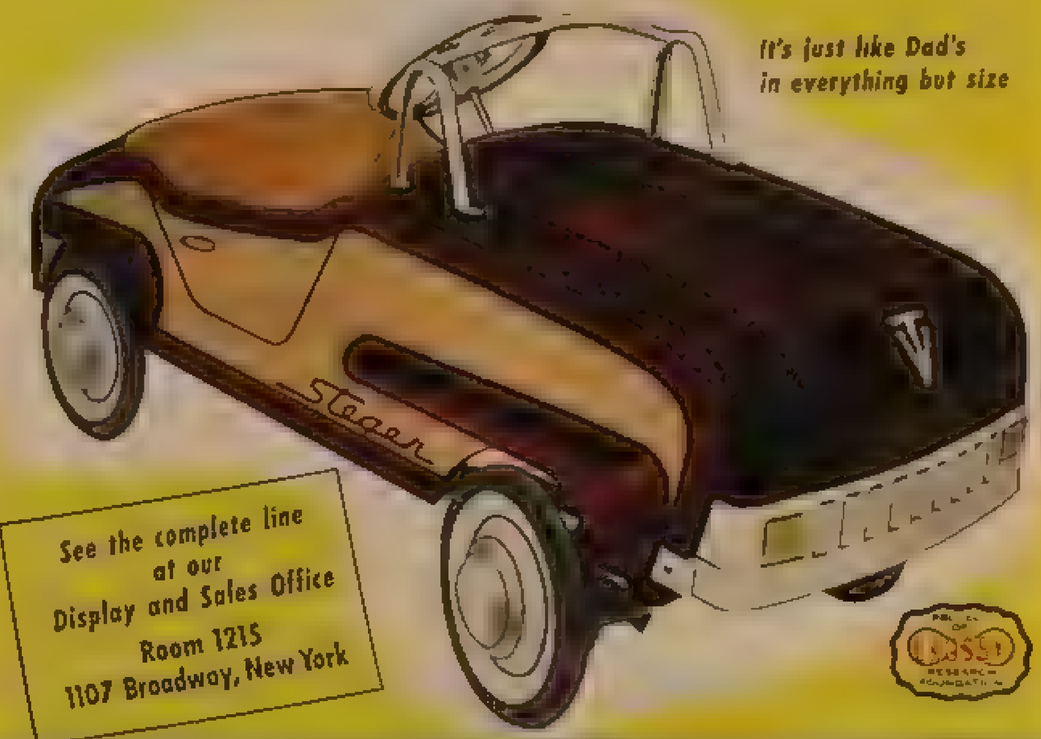
THE CAR THAT IS OUT OF THIS WORLD

# Steger

DE LUXE

**THE CAR OF BEAUTY • STURDY CONSTRUCTION • SALES APPEAL**

*It's just like Dad's in everything but size*



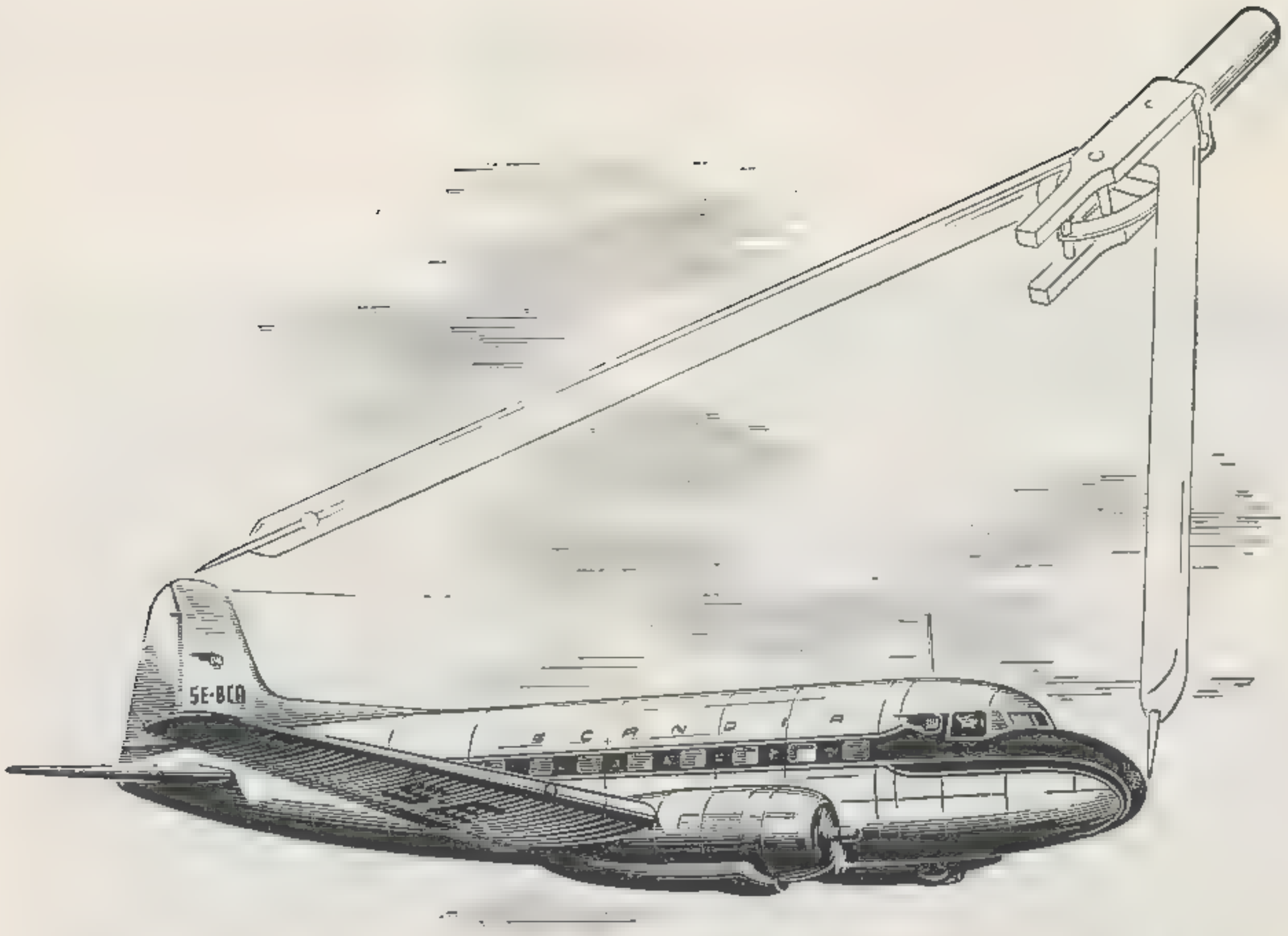

See the complete line at our Display and Sales Office Room 1215 1107 Broadway, New York

## BIG CAR REALISM

## IN THE STRIKING NEW "SUPERAMIC"

SEE NEXT PAGE FOR MANY BIG CAR CONSTRUCTION FEATURES

STEGER PRODUCTS MFG. CORP., STEGER, ILL.




# EXACTLY RIGHT FOR CONTINENTAL FLIGHT

The Scandia carries 24—32 passengers, or in other words, it possesses the exact dimensions found most suitable for intra-continental traffic. Passengers can enjoy substantial comfort whilst at the same time the Scandia satisfies the demands made by aviation companies with respect to safety and economy — in short, the Scandia is an ideal passenger plane. ABA — the Swedish partner in Scandinavian Airlines System — which ranks among the leading European airlines and will accept nothing but the best has signed a contract for a fleet of Scandia planes. This fact and the great interest exhibited in the plane throughout the entire world is a proof that the designers have carried out their task perfectly — not least in their judgement of the requirements for an aircraft of this particular size.

*Scandia*

*SVENSKA AEROPLAN AKTIEBOLAGET · SAAB AIRCRAFT COMPANY · SWEDEN*

# *Scandia* takes off...

with perfect safety even from small and obstructed airports.

Moderate wing loading in combination with outstanding aerodynamic design gives the Scandia extraordinarily good take-off and landing qualities.

Thanks to the great excess power and the excellent high altitude performance of the engines it is also possible to operate the Scandia from high altitude airports without any large increase in take-off and landing runs.

In short, the Scandia is an ideal passenger plane for continental routes — in all parts of the world.

**PERFORMANCE**

*All figures refer to standard atmosphere*

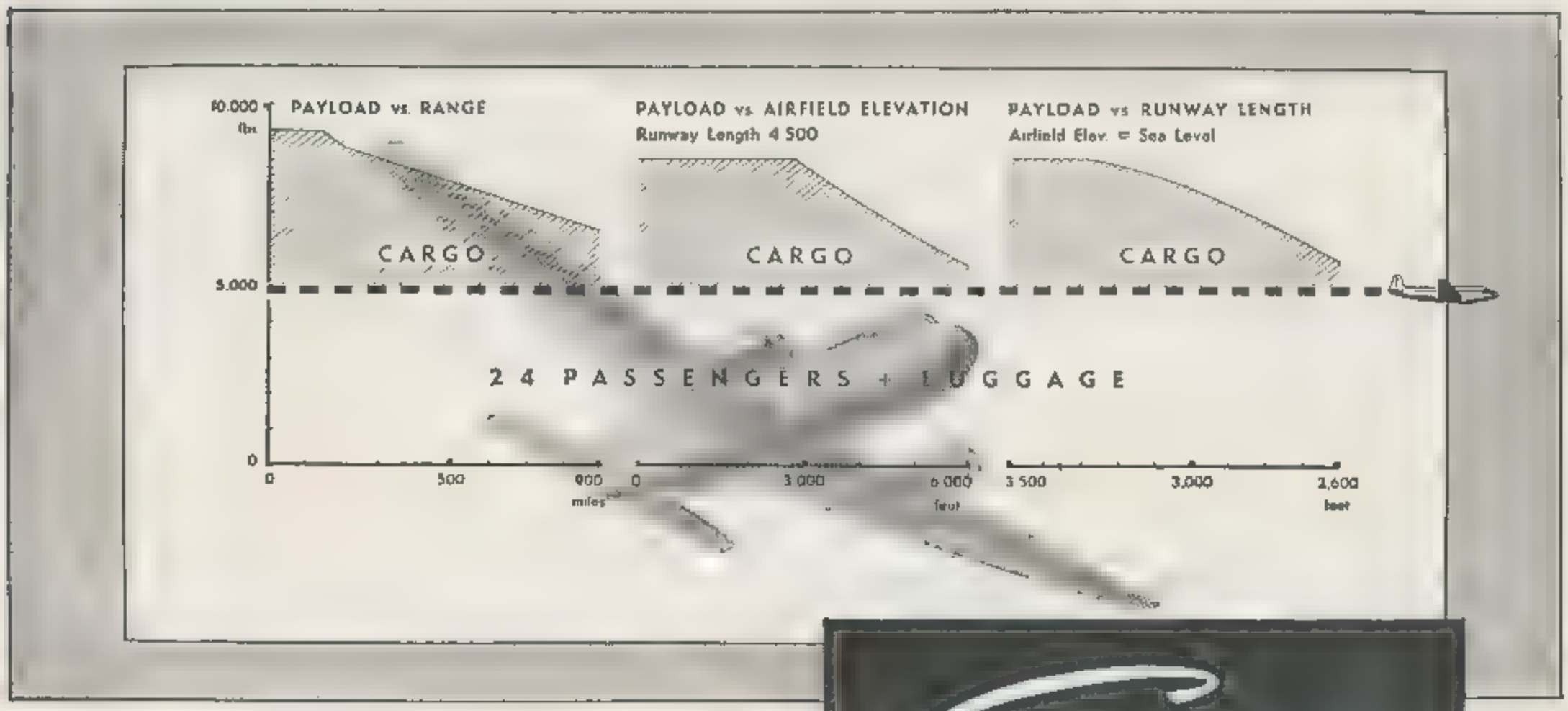
| | Airfield altitude: Sea level | 5,000 ft |
|---|---|---|
| Max. take-off weight<br>*CAR runway length for take-off* | 32,408 lbs<br>*3,690 ft* | 30,650 lbs<br>*5,055 ft* |
| Max. landing weight<br>*CAR runway length for landing* | 31,967 lbs<br>*2,950 ft* | 29,700 lbs<br>*3,070 ft* |
| Stalling speed (T.A.S.) | 78 MPH | 83 MPH |
| CAR 180° min. turn radius (completed in 15 seconds) | 650 ft | |

**SVENSKA AEROPLAN AKTIEBOLAGET • SAAB AIRCRAFT COMPANY • SWEDEN**

# THE UNSEEN PASSENGER OFFERS HIS SEAT

"The unseen passenger" is a common occurrence on most transport planes. With due consideration to the take-off weight it is not always possible to carry the full complement of passengers, although empty seats are available in the plane.

"The unseen passenger" does not, however, appear on the Scandia. Under practically all conditions this plane can take the full number of passengers with luggage — in addition to a paying freight.




**CONDITIONS**

| | |
|---|---|
| Cruise Altitude | 10,000 feet |
| Cruise Power | 750 BHP |
| Headwind | 10 MPH |
| ATA Fuel Reserve — Standard Atmosphere | |

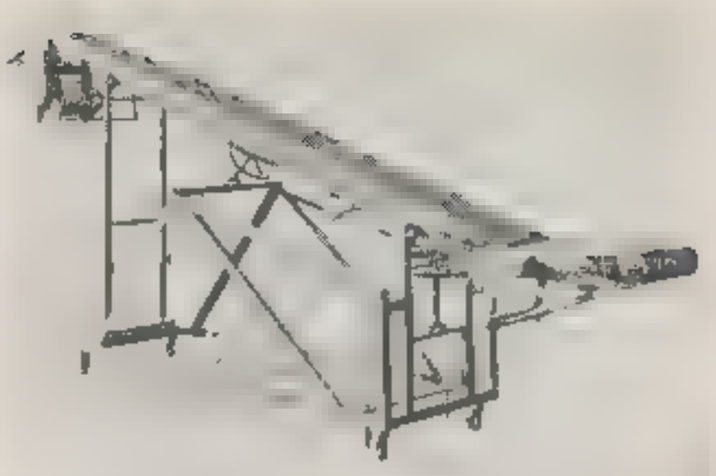
*Trip Length of 300 miles is Parameter in the Graphs for Airfield Elevation and Runway Length*

**Scandia**

***SVENSKA AEROPLAN AKTIEBOLAGET · SAAB AIRCRAFT COMPANY · SWEDEN***

is designed to be rapidly raised or lowered with little effort by one man. Integral tubular steel ladder with handrails provides easy access to platform in retracted position. Platform has 2¾-ft. guard rail to protect worker. To clear low doors, guard may be quickly lowered by pulling lockpins at each corner. Pins are secured to chains to prevent loss.

Platform is raised on telescoping ram via hydraulic pump and is lowered by turning toggle on pump to release pressure gradually. Tower stands on 4½-ft.-square base which can be folded to 30-in. width for passage through narrow doors.



## Materials Conveyor

Portable belt booster, manufactured by **Sage Equipment Co.**, can be used as floor-to-floor conveyor and stacker. Positive screw-jacks on unit's raising mechanism incorporate safety features permitting conveyor to be locked in any desired location within its height limit. It is available with belts 6-36 in. wide, in length range of 12, 15, 18, 20 and 24 ft.

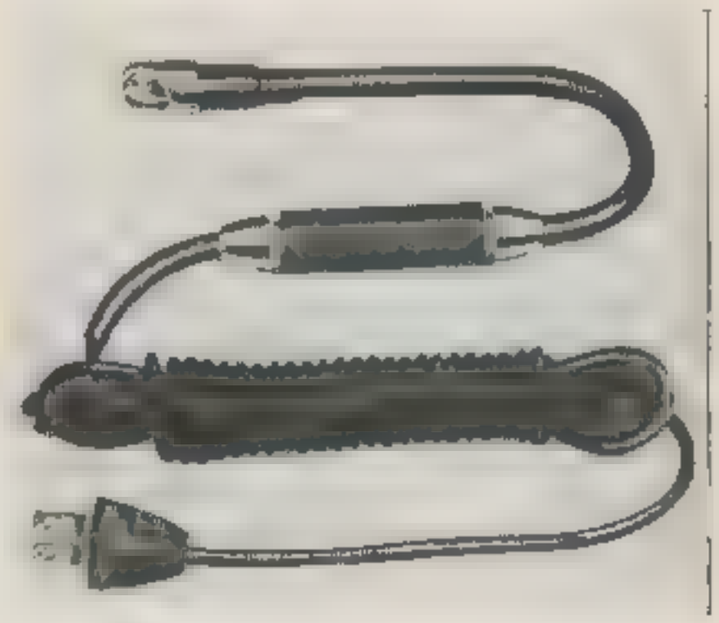
Motors to operate conveyor are provided in various sizes, depending on load to be carried, and either slider or roller bed construction is available. Unit may be furnished with power driven tail feeder and wheel, roller gravity or nosed-over delivery sections. With carriage of heavy angle iron, conveyor rides on two stationary and two swivel 5-in. casters.

Two floor locks are provided to secure mechanism in desired location.

## Vacuum Gage

Vacuum gage for measurements ranging from 1-1000 microns, offered by **Hastings Instrument Co.**, Hampton, Va., is designed for laboratory and production processes involving high vacuum systems. Unit embodies noble-metal thermopile and dependable bridge circuit similar to those used in precision air meters produced by firm. Gage has accurate electrical indicator and small, rugged pickup which screws into ⅛-in. tapped hole in vacuum system.

Simplicity of installation and operation, fast response, interchangeability of pickups without recalibration, freedom from outgassing and corrosion, and from damage by exposure to atmospheric pressure are represented as outstanding features of device. It operates on 115v. a.c.



## Trouble Light

Combination Flex Lite and extension cord made by **Aero-Motive Mfg. Co.**, 1803 Alcott St., Kalamazoo, Mich., is compact unit which can be carried in small tool kit.

For operation on 110v. a.c., device has 12 in. flexible extension with Neo-

Withstanding the high temperatures and pressures of the Allison J35-A-17 turbo-jet engine in Republic's new F 84-E fighter with minimum maintenance is the job of this Smith-Morris bellows. Dependable service for today's jet problems is yours when you check with

SMITH-MORRIS COMPANY
AIRCRAFT EXHAUST MANIFOLD SYSTEMS
GAS TURBINE PARTS AND ASSEMBLIES
FERNDALE 20, MICHIGAN

# TAKE THE BEAUTIFUL NEW *Shasta Daylight*

## PORTLAND ★ SAN FRANCISCO

★ *Coast Daylights* show you the Pacific Ocean and Mission Trail (Los Angeles-San Francisco).

★ *New Shasta Daylight* "The Million Dollar Train with the Million Dollar View" San Francisco-Portland

**N**ew luxury train—new low fare—new fast schedule! The beautiful *Shasta Daylight* now links Portland and San Francisco in a 15½-hour run (7:45 a.m. to 11:15 p.m.), lets you see the whole Pacific Coast by day.

Now you can see the whole Pacific Coast by *Daylight*. Through the huge "Sky-view" picture windows of the *Shasta Daylight* you see Lassen Peak, Shasta Dam's Lake and Pit River Bridge, breath-taking Sacramento River Canyon, mighty Mt. Shasta, the Cascade Mountains, Odell Lake, the Willamette River.

Together with our California *Daylights*, this new streamliner shows you the world's greatest parade of ocean and mountain scenery—all by daylight, in streamlined chair cars, *at lowest fares*.

The *Shasta Daylight* is custom built for the route it serves. Decoration and color schemes were taken from the scenery along the way.

Its enormous windows—nearly 30" taller and wider than the extra large windows on our other *Daylights*—are especially designed for viewing mountain scenery. A "breathing" apparatus prevents fogging of the glass. All seats are of soft foam rubber. Luggage is safely stored in baggage elevators, out of your way. Feather-touch doors open and close automatically.

Traveling to or from the Pacific Northwest, plan to ride the *Shasta Daylight*.

★ *Send for free folders*

**SOUTHERN PACIFIC'S FOUR SCENIC ROUTES**
**showing the route of the Daylights in black**

L. C. Ioas, Dept. RA 71
310 So. Michigan Avenue, Chicago 4, Ill.

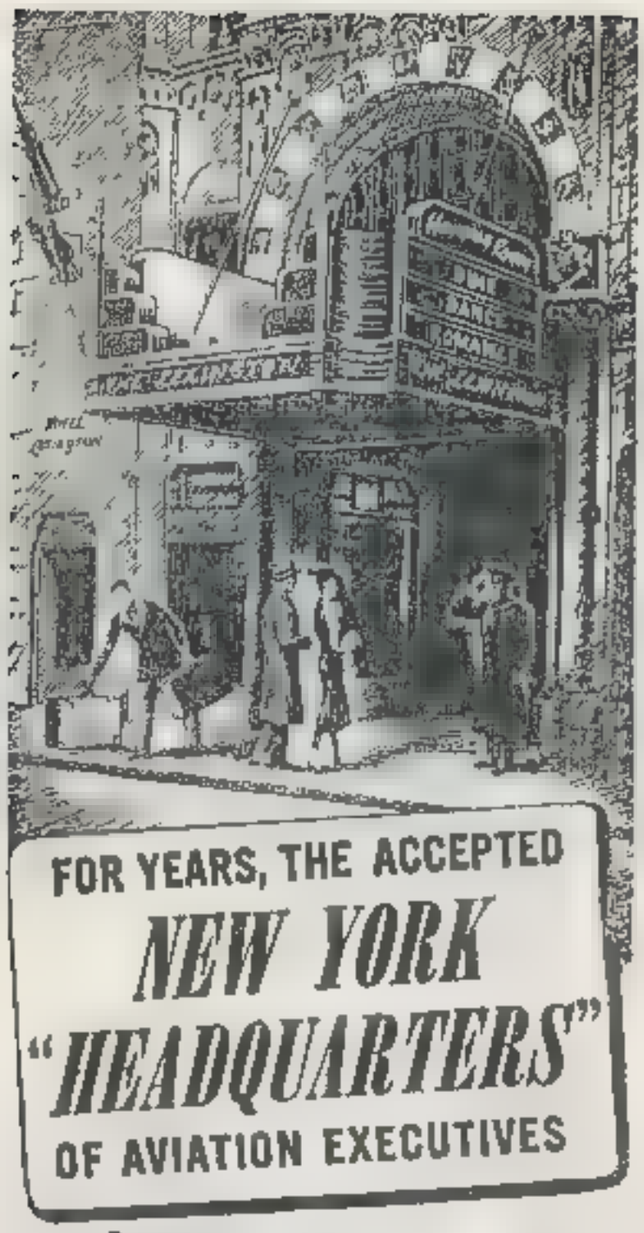
Please send me, free, your color booklet "The New *Shasta Daylight*" and folder "See the Pacific Coast by Daylight".

Name_____

Address_____

City_____ State_____

**S·P** The friendly Southern Pacific




# BEA's First Profit

*(McGraw-Hill World News)*

LONDON—July was the first month British European Airways made a profit since the airline was organized (Aug. 1, 1946). Annual figures for years ending March 31 have yet to show a profit over an entire year, and this is expected to be the case also with the year ended March 31, 1949, for which report has not yet been released. However, BEA is more hopeful of the outlook for a profit over the whole of the current fiscal year.

British Overseas Airways Corporation has yet to show a profit in any annual total, covering the airline as a whole. Its Atlantic line, however, has been more than paying its own way and its full share of the overhead, for some time. British South American Airways showed a small profit in its first year of operation, which was reduced in its second year's report.

► **Costs Reduced**—While the July operating profit is, perhaps, partly due to the seasonal factor of high traffic, two other measures have made significant contributions to the reduction of costs.

• **Rigid control** over expenditures and the introduction of cost-saving methods, under the advice of professional management-efficiency consultants. Considerable reduction in office staffs has resulted.

• **A bonus-incentive scheme** for BEA's maintenance workers, introduced toward the latter part of 1948, is believed to be unique among airline operators

# Dutch to Suspend

AMSTERDAM—KLM is considering suspension of its domestic Dutch airlines, currently sustaining substantial losses because of heavy competition from ground transportation over the short distances.

Dutch government intervention stopped a previous KLM attempt at suspension, but the carrier will definitely stop domestic operations at least for the winter. KLM recently cut in half the fares on its domestic lines

# Equipment Change

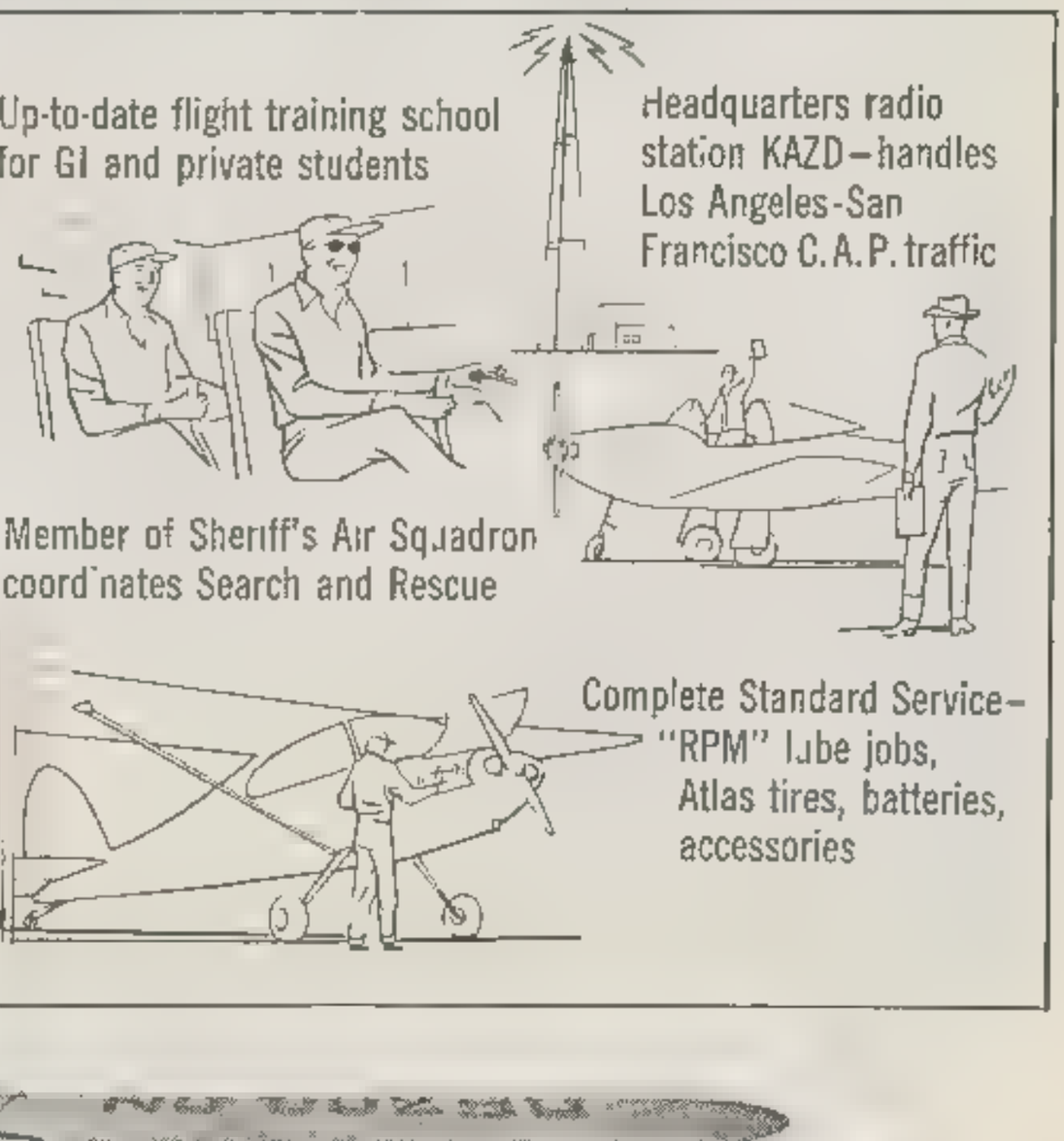
Wisconsin Central Airlines plans to acquire larger planes—probably DC-3s—for its feeder operations early next year, according to Hal N. Carr, vice president. The company now uses six Lockheed Electras.

Carr said the decision to lift WCA's fleet capacity resulted from very encouraging gains in passenger traffic.

# PLANE FAX

Quick picture of

## FURLONG FIELD Fresno, Calif.

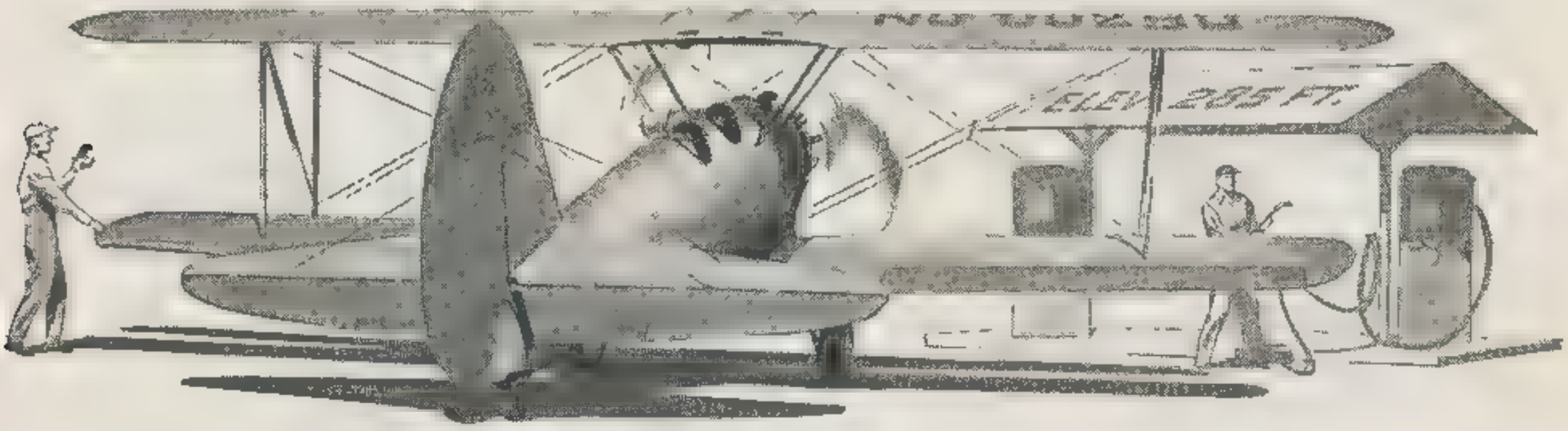

Up-to-date flight training school for GI and private students
Headquarters radio station KAZD—handles Los Angeles-San Francisco C.A.P. traffic
Member of Sheriff's Air Squadron coordinates Search and Rescue
Complete Standard Service—"RPM" lube jobs, Atlas tires, batteries, accessories

### How Central Air Services Cuts Repair Bills

Frank E. Furlong, owner of Central Air Services at Furlong Field, Fresno, California, tells how RPM Aviation Oil helps cut maintenance costs on the 75 planes at his field. "We have used 'RPM' since it has been on the market and have never known what it means to have a sticky valve. That goes for our many customers, also.

'Our engines have run many hundreds of hours on 'RPM' and maintenance has been kept to a minimum. We have an 85 H. P. engine that was torn down for a major overhaul after 1500 hours and the cylinders were worn less than a two thousandth of an inch.

"After these wonderful results, it's a pleasure to recommend 'RPM' aviation products to all our customers."



### Tip of the Month

"How to make your gasoline give you greater flying range"

"We've found that Chevron 80/87 Gasoline is so efficient that we can lean out the mixture in our small planes at high altitudes, which reduces the fuel consumption and lets us fly farther on a tankful of gasoline."

—Frank Furlong,
*owner, Central Air Services, Furlong Field.*

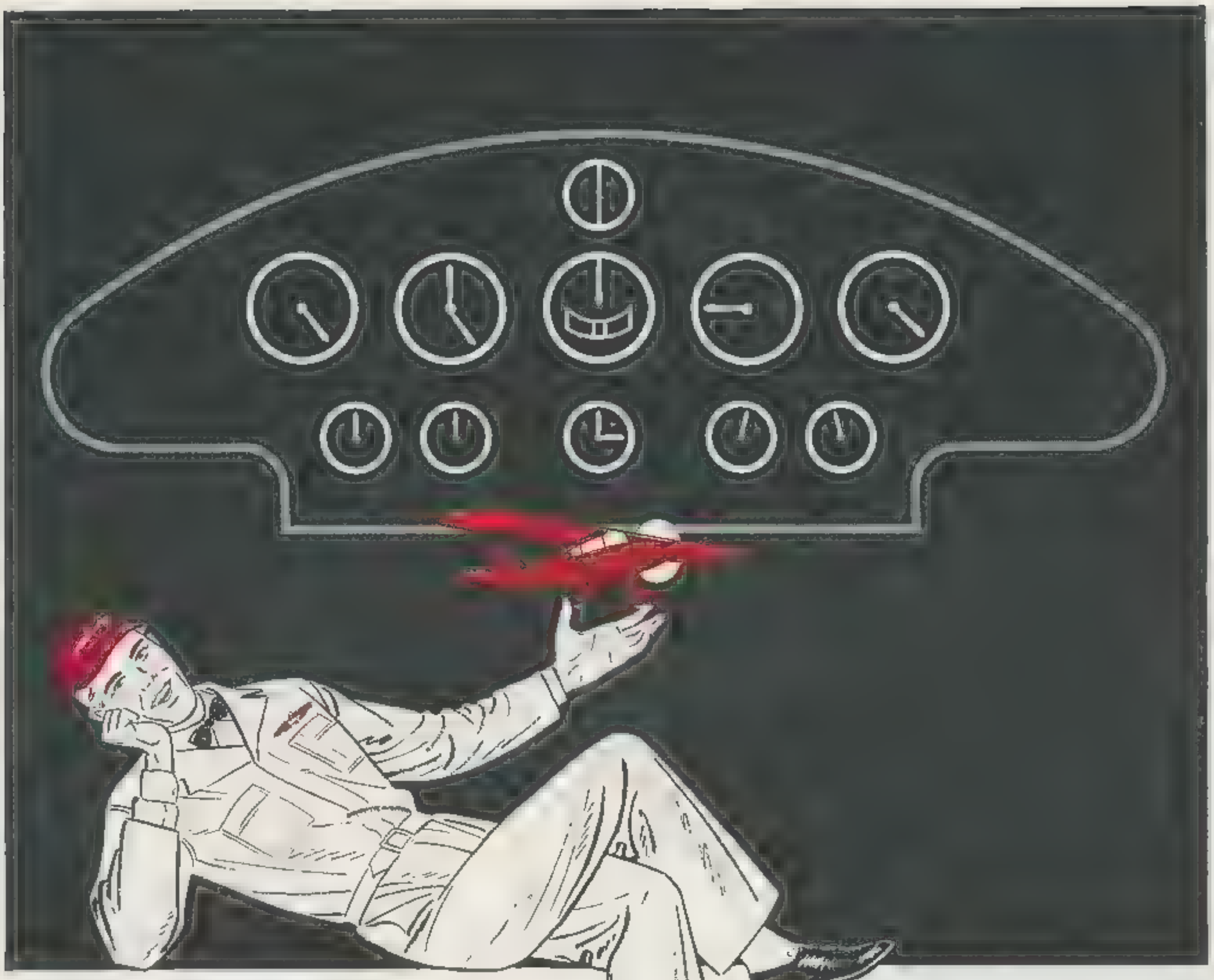
### All "Furlong" planes have switched to new Chevron 80/87 Gasoline—now get peak power for less money

"We're all glad that Standard came out with the new Chevron 80/87 Gasoline," Mr. Furlong writes. "We're using it in our Pratt and Whitney 450 engines which once required 91/98 fuel. Now when we fly our BT-13 trainers and crop-dusting Stearman, we get full power without any detonation—with a lower-priced gasoline.'

CHEVRON AVIATION GASOLINE

RPM AVIATION OIL

Standard Oil Company of California



# 5,000 even and all smiles

It's "all smiles" when you hum along... at 5,000 feet... with clear skies... and a motor that's in tip-top shape

And for top performance at *any* altitude, it's a good idea to have your plane serviced by Standard Airport Dealers.

Their Skyway Service offers a full line of high-quality aviation fuels and other flight necessities. And you'll find them at convenient airports on any line of flight you choose, most everywhere in the Midwest

**NOTE: The Standard Oil airport dealer franchise is a profitable one. Are you interested? Then write the Standard Oil Company (Indiana), Aviation Department, 910 South Michigan Avenue, Chicago 80, Ill., and a qualified representative will call on you**

**STANDARD SKYWAY SERVICE**
**Everywhere in the Midwest**

**Standard Aviation Gasolines**
**Standard Aviation Lubricants and Hydraulic Oils**
**Quaker State Aero Engine Oils**
**Atlas Aircraft Tires, Batteries and Accessories**

**STANDARD OIL COMPANY (INDIANA)**

Person-to-Person
**TELEPHONE SYSTEMS**

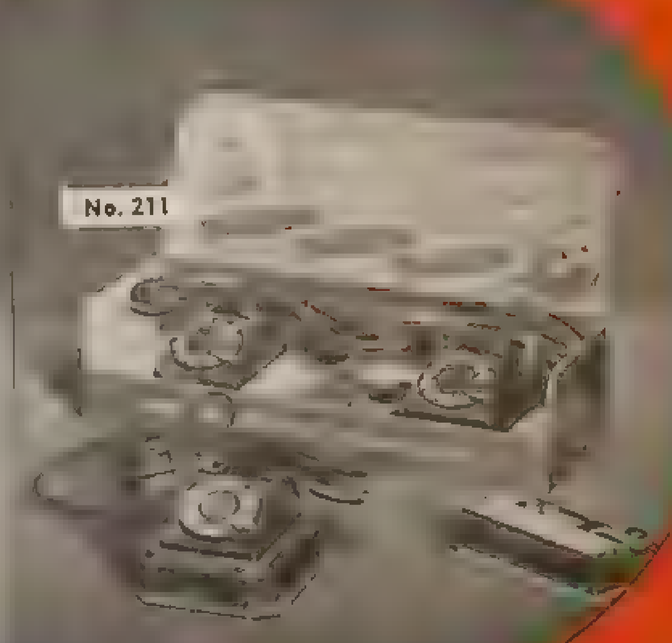
Operator-to-Operator
**TELEGRAPH SETS**

BATTERY OPERATED

# Low Priced Modern Sales-Proven Revival

POPULAR YEAR IN YEAR OUT FAVORITES • • • • NOW GOING BIGGER AND FASTER THAN EVER!

Fascinating Fun! Educational Play!




*The Toy Sensation that Work!*

In the Fast Moving
85c to $5.95 Retail Range

Contact Your Jobber Our Representative or Direct

| No 150 | No 164 | No 200 | No 165 | No 211 |
|---|---|---|---|---|
| | | | | |

Call on us . . .
Rooms 937-9
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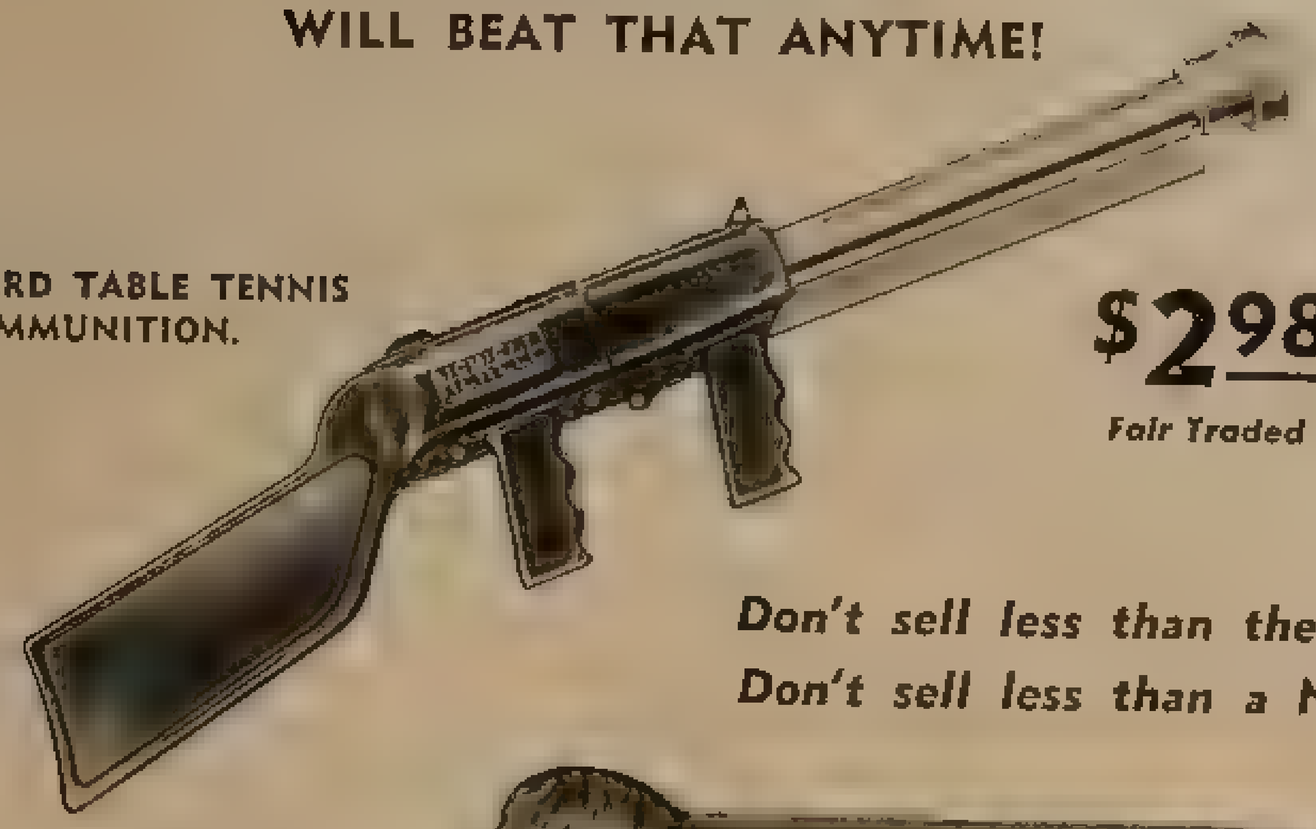
TOY FAIR
MARCH 7-19, 1949

**S. B. MANUFACTURING CORP.**
BUSH TERMINAL BUILDING
34 Thirty-fourth Street, Brooklyn 32, New York

# NEWELL AIRFIRE SUB-MACHINE GUN

## *The Sensation of the TOY FAIR*

**IT WAS GREAT IN '48**
**BUT YOUR SALES IN '49**
**WILL BEAT THAT ANYTIME!**



**USES STANDARD TABLE TENNIS BALLS FOR AMMUNITION.**

**$2.98**
*Fair Traded*

***Don't sell less than the best.***
***Don't sell less than a NEWELL.***

**Individually packed in an attractive three-color carton that forms a handy target.**

**Barrel and ammunition chamber made of Reynolds heavy aluminum stock and foregrip of Tenite plastic. Light walnut finish.**

**Packed one dozen to shipping carton. Weight: 25 pounds per dozen.**

MANUFACTURED BY

**Newell Manufacturing Co.**

TOWELL, MICH.—U.S.A.

[redacted]

# New Toys... New Packaging—

"Authenticast"

PLEASURE PRODUCING PLAYTHINGS

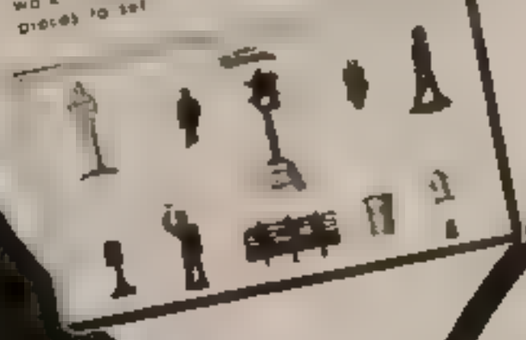
## FIGURES... ROAD MARKERS

FULLY HAND-PAINTED **SETS**

R 823 Road Sign Set versatile set for the young traveler to enjoy while playing with miniature cars 12 pieces to set

R 923 — Railroad Sign Set includes all signs regularly used in R R yards, etc Special treat to train owning youngsters 12 signs to set

R 123 — Street Scene Set traffic and community models perfectly scaled will help create any class work 7 colorful pieces to set

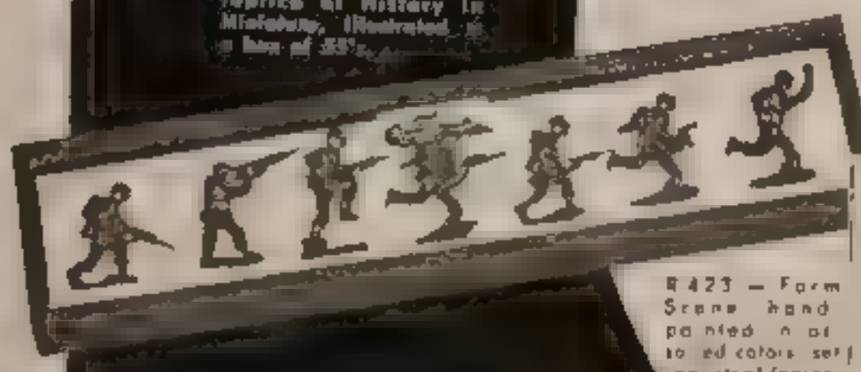


R 223 Park Set accurately scaled realistic figures 12 pieces to set includes drinking fountain lamppost park bench and covers letter box plus strollers and dog walker

R 823 — Working Crew 10 authentic figures each engaged in hard work beautifully molded and hand painted

**TOY SOLDIERS OF MANY COUNTRIES**

Precision-molded toy soldiers; authentic and scaled, hand-painted, marching and action poses, each an authentic replica of History in Miniature. Illustrated is a box of 55...



R 423 — Farm Scene hand painted on stamped colors set consists of fences

R 523 Trees and Shrubbery (not illustrated), all kinds and shapes hand painted in natural colors, excellent companion set to R 223 and R 423 and other Authenticast sets 10 pieces of scenic beauty to build and play with

R 323 Passenger Set (not illustrated) smaller figures than R 723 but equally as beautiful and precision made 5 figures to each set

R 723 Passenger Set shoppers travelers etc 10 pieces to set

All "Authenticast" Products are precision-molded, hand-painted, beautifully boxed and authentic in every detail. These figures and Scene Building Sets possess exceptional appeal and are the ultimate in merchandise value. Buy "Authenticast"—your customers are "Authenticast" buyers!

WE'LL BE THERE AT THE "FAIR" IN

## ROOM 617 • HOTEL NEW YORKER

WITH ALBERT C. BISSELL, 335 W. MADISON ST., CHICAGO, ILL.—*Our Midwest Representative*

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WRITE FOR PRICE LIST

## COMET METAL PRODUCTS CO., INC. RICHMOND HILL 18, NEW YORK

108

# INTRODUCING

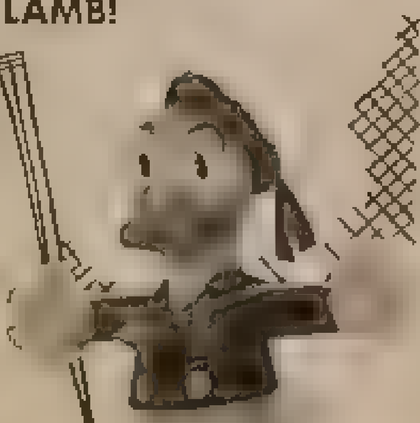
Star of Disney's newest hit "SO DEAR TO MY HEART"

*Gund's* NEWEST

## STUFFED TOY SENSATION!

## "Danny"

THE LOVABLE "SPECIAL AWARD" LAMB!



Joining that irresistible family of Disney characters — Danny — the lamb, is authentically re-created by Gund into a new and wonderful stuffed toy. So good he wears a "Special Award" . . . Danny has been blessed with that magic Disney 'touch'! Covered in soft black pile plush and available in two charming sizes . . Danny is starred in one of the sweetest stories ever told — "So Dear To My Heart." Turn Danny's tremendous public acceptance into sales! Write, wire or phone for the facts today! *Order Danny — he's a "dilly"!*

12½" size — Suggested Retail $3.98
15" size — Suggested Retail $5.98

Since 1898 GUND means real value in STUFFED TOYS

*Gund* MANUFACTURING COMPANY

J. SUFFOLIN, Inc., Successors, 200 Fifth Ave., New York, N. Y.

New York • Chicago • San Francisco • Los Angeles • Seattle

# Gund's NEW EASTER LINE!

SWANIGUND

ROOSTERGUND

SNUGGLY BUNNIGUND

STANDING BUNNY BOY

In 1898 — just over half a century ago — the name of Gund began to earn the goodwill of buyers everywhere. For fifty years we of Gund have sought to supply better craftsmanship, superior quality and the kind of year-in and year-out service you have a right to expect. Today the "Famous Family of Gunds" continues to justify the slogan, "Gund means real value in stuffed toys".

● Have you seen our new Easter Catalog? Packed with merchandise that produces profit and prestige wherever they are shown — a copy is yours for the asking

THUMPER

DONALD DUCK

MICKEY MOUSE

PLUTO

Since 1898 GUND means real value in STUFFED TOYS

Gund MANUFACTURING COMPANY

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • SEATTLE

J. SWEDLIN, INC., Successor, 200 Fifth Ave., New York, N. Y.

symbol of genuine value...

Gund

TEDDY BEAR

WILLIE the WOLF

CUDDLE-PANDA

HONEY LOU

DANNY © WDP

MICKEY MOUSE

DONALD DUCK

PLUTO WDP

For over 51 years — since 1898 — the famed Gunds have been endowed with superlative craftsmanship . . . the kind of quality your customers prefer. Our new line continues this tradition of leadership. For dependable value, new Walt Disney creations, refreshingly different. soft dolls, exclusive new musical toys,

**always look to Gund!**

Since 1898 GUND means real value in STUFFED TOYS

Gund

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MANUFACTURING COMPANY

J. SWEDLIN, INC., Successor, 200 Fifth Ave., New York, N. Y.

# *More Popular Than Ever!*

**TWO REAL PROFIT GETTERS**

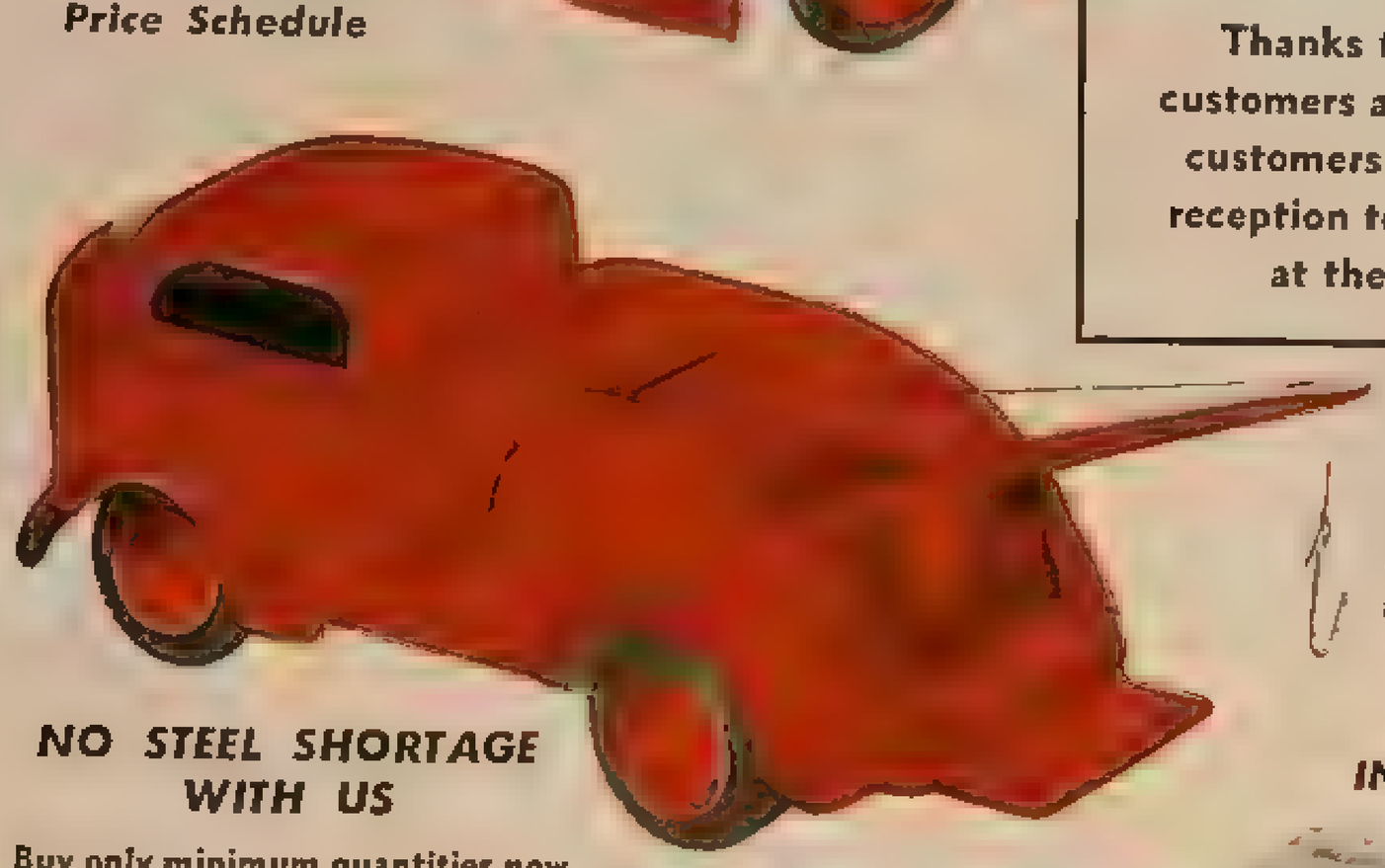
***Heavy Gauge Steel***
***All Welded Construction***

ANOTHER Richmond SCALE-MODEL TOY

**Length 12", width 6", height 4¾". Individually packed twelve to master carton. Colors: red, blue, green.**

***Announcing***
***A New Reduced***
***Price Schedule***

**Thanks to our many customers and prospective customers for their fine reception to our products at the Toy Fair**

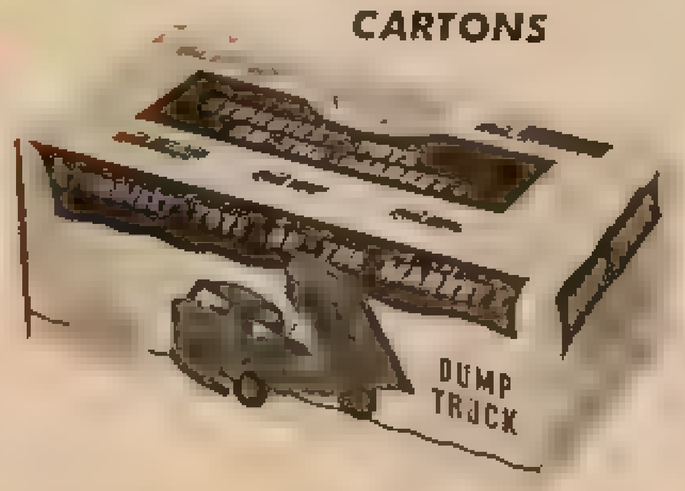


**Length 13", width 6", height 4¾". Individually packed twelve to master carton. Colors: red, blue and green.**

***NO STEEL SHORTAGE WITH US***

**Buy only minimum quantities now if you like, reorder later with assurance of deliveries. Minimum quantity forty-eight total of either or both model. Send your order today or write for new price schedule.**

***ATTRACTIVE INDIVIDUAL DISPLAY CARTONS***

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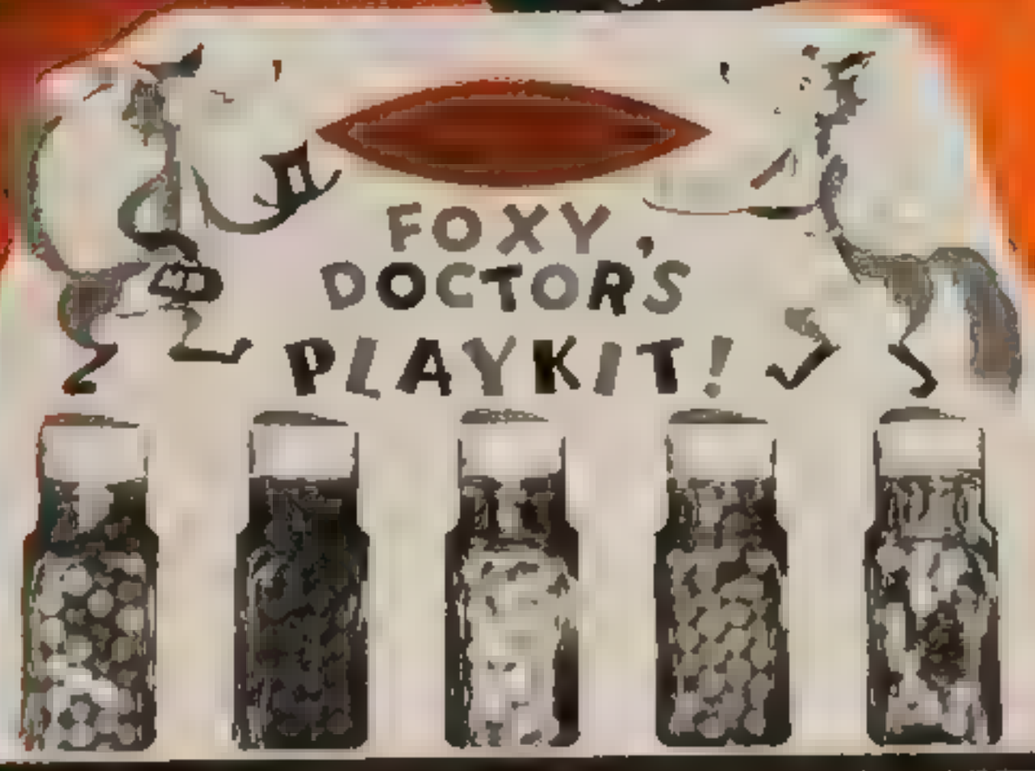
# SMASH HIT

OVER 1,000,000 SOLD FIRST FLASH

FOXY DOCTOR SAYS:
TAKE 2 AFTER BRUSHING TEETH
TAKE 1 AFTER STUBBING TOE
TAKE 3 FOR HELPING MOTHER
TAKE 2 ON RAINY DAYS
TAKE 1 AFTER TAKING NAP
NET WEIGHT 1 OZ
CANDY PILLS FOR ALL ILLS




CHILDREN LOVE TO PLAY DOCTOR and NURSE WITH THE FOXY DOCTOR'S PLAYKIT

## ORDER NOW

Sells fast to store traffic and they come back for more The fascinating new toy that keeps children happy for hours A strong 3 color carrier with five medicine size bottles each filled with different color candy pills Size 7¾" wide x 5¼" high Packed 72 to case 44 pounds shipping weight $1 98 per dozen F O B factory Retails for 29¢ Free sample on request

## IMMEDIATE DELIVERY

EMPIRE PRODUCTS, Inc., 817 MAIN ST., CINCINNATI 2, OHIO

TAKE HOLD OF
THIS SENSATIONAL
TRAFFIC BUILDER
Nosco's Toddler
PULL-TOY
Colorful FREIGHT TRAIN
ATTRACTIVELY PACKAGED TO Sell
PULL-TOY
NOSCO PLASTICS, Erie, Pa., U. S. A.
CUSTOM MOLDERS OF BETTER ENGINEERED PLASTICS

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The most famous and largest selling games in the world

# The CHILDREN'S HOUR

REG. U.S. PATENT OFFICE

THREE GAMES IN ONE

PEANUT THE ELEPHANT — PORKY THE PIG — ABC FISHING

$2.00

**PARKER BROTHERS, Inc.**

200 Fifth Ave., New York 10 SALEM, MASS. Merchandise Mart, CHICAGO 54

# When Hearts are trumps - they're hard to beat!

QUEEN OF HEARTS

that's **DY-DEE**

with her exciting layettes and accessories. No wonder DY-DEE'S the number one dream doll with America's youngest set!

KING OF HEARTS

that's **HOWDY DOODY**

for this happy-go-lucky little hombre's taking the country by storm! Howdy's the biggest, newest thing in dolldom... exclusive with EFFANBEE. Howdy comes in two swell sizes... retails for $9.95 in the 23-inch size and for $5.95 in the 19-inch size.

Be sure to see the new Spring line for 1949

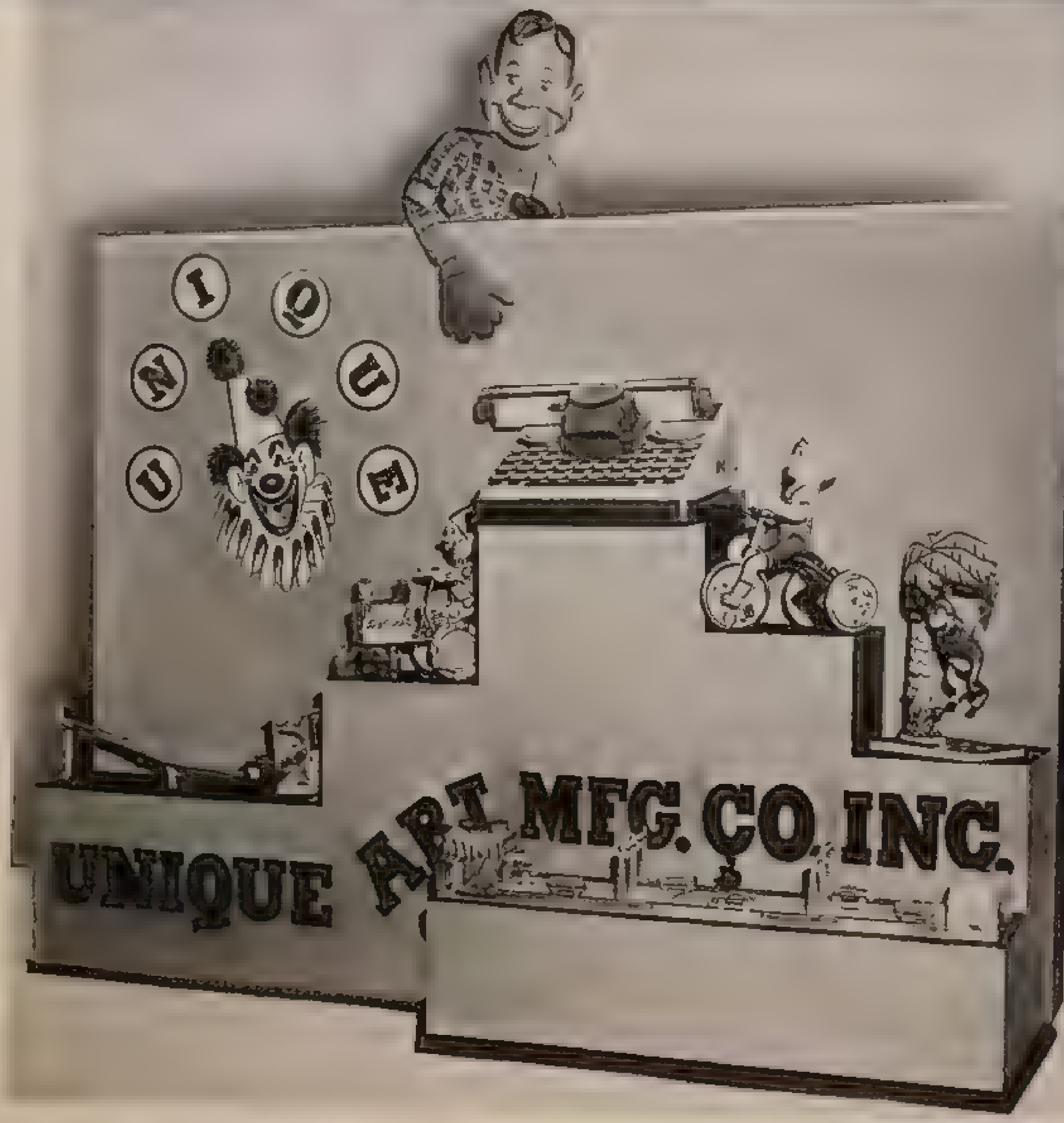
**EFFANBEE Dolls**

Effanbee means "Finest and Best"

Showroom – 200 Fifth Avenue, New York, N.Y.

A Leading Line

NOMA Product




**1,250,000** Kids (by latest Hooper Rating) from Coast to Coast see this Unique Display of Mechanical Toys every week on Television via the Howdy Doody Show. They know Unique Toys as their parents know their favorite cigarettes. They know not only the Unique brand name, but also each of the Unique Toys by name. In fact kids visiting the show have identified the various Unique Toys wrapped in paper merely by the size of the package.

Alert Toy Dealers throughout the country* are setting up replicas of the Unique Television Display in their departments. They report immediate recognition by children and mothers and "noisy" demand for the wonderful Unique Toys that the kids have so often seen on the Howdy Doody Show.

In response to dealer requests we have prepared a print showing the construction and size of the Unique Display appearing in the Howdy Doody Show as well as copies of the familiar Unique Trademark and other pertinent material. These are available to you upon request on your letterhead.

*Credit is given to Meyer & Thalheimer as the first to set up Unique's Television Display in their Baltimore Toy Department.

200 WAVERLY AVENUE, NEWARK 8, N. J.

# The DANIELS *SYMMETRIZER*
# 20th Century Kaleidoscope

**A YEAR 'ROUND**
***PROFIT MAKER!***

The **DANIELS SYMMETRIZER** is a streamlined 20th Century kaleidoscope. A perfect gift for all ages, from an imaginative child to a creative designer, and in the popular **59c** price field. Gives a million and one multi form, curvaceous designs in **BEAUTIFUL COLORS**—changing with a shake of the wrist. Attractively precision made of plastics, with **NO GLASS PARTS**—safe for children, can be dropped

## N. J. DANIELS TOOL CO., INC.

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*MID-WEST REPRESENTATIVE:*
GEORGE H. MILLER
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MOVIEGRAPHS

KEYSTONE
DOLL HOUSES
WITH TURNTABLE
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KEYSTONE
GAS STATIONS

KEYSTONE
MECHANICAL TOYS

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Look in at
our Exhibit
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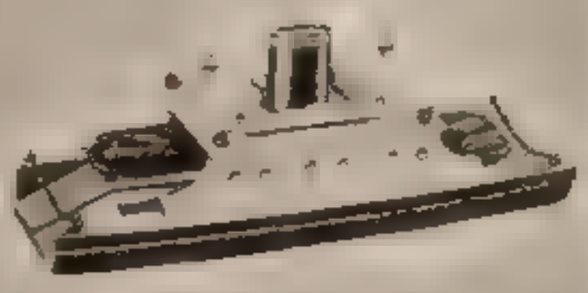
FIRE DEPARTMENTS

KEYSTONE "RIDE 'EM" TOYS
THE TRADE MARK "RIDE 'EM"
IS REGISTERED IN U.S. PATENT OFFICE



COMPLETE LINE
MECHANICAL AND
SAIL BOATS

# Keystone

KEYSTONE MFG. CO., BOSTON, MASS.
NEW YORK SHOWROOM: 200 FIFTH AVENUE

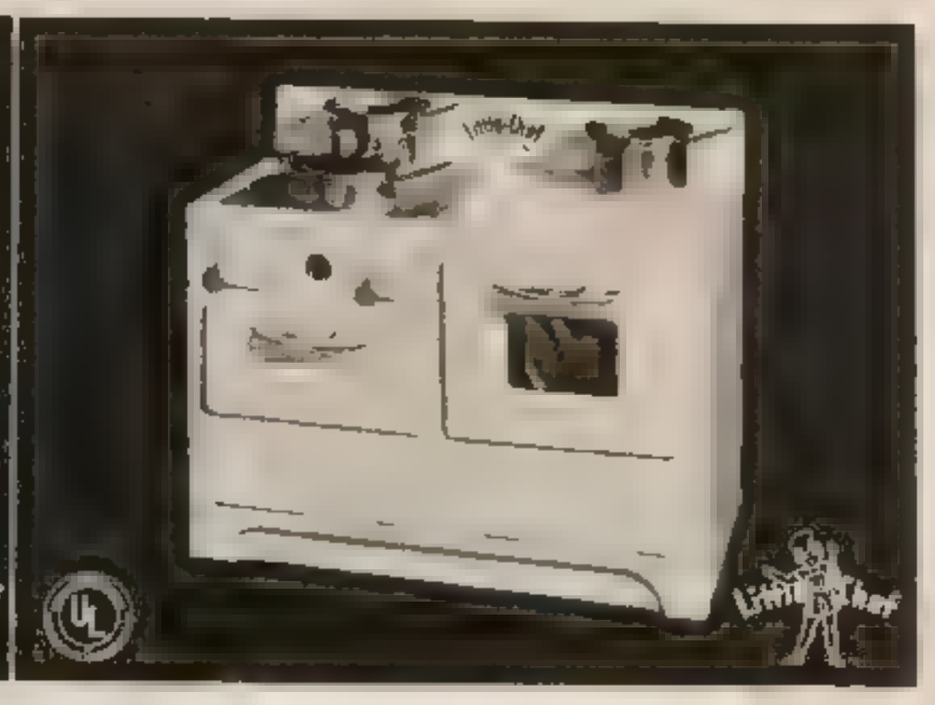
[redacted]

Everyone's just Dippy about "LIPPY"!
Lippy is ideal for little ungentle hands. At home on land or water, Lippy floats and rocks, as he rocks, his eyes roll and his realistic bill opens and shuts to make quacker conversation. Lippy is made of *Tenite, a tough, shatter-proof plastic. His gay lustrous colors cannot chip or peel. Frequent swims will not rust this toy, because *Tenite is noncorrodible and as everyone knows, water slides easily off a duck's back. Colors: Pink, Blue, Yellow, Orange.
Retails at $1.98 No. 340
TOY CENTER OF AMERICA
45 NEWBURY STREET • BOSTON 16, MASS.
FIRST IN ANIMATED FLOATING TOYS
*TENITE

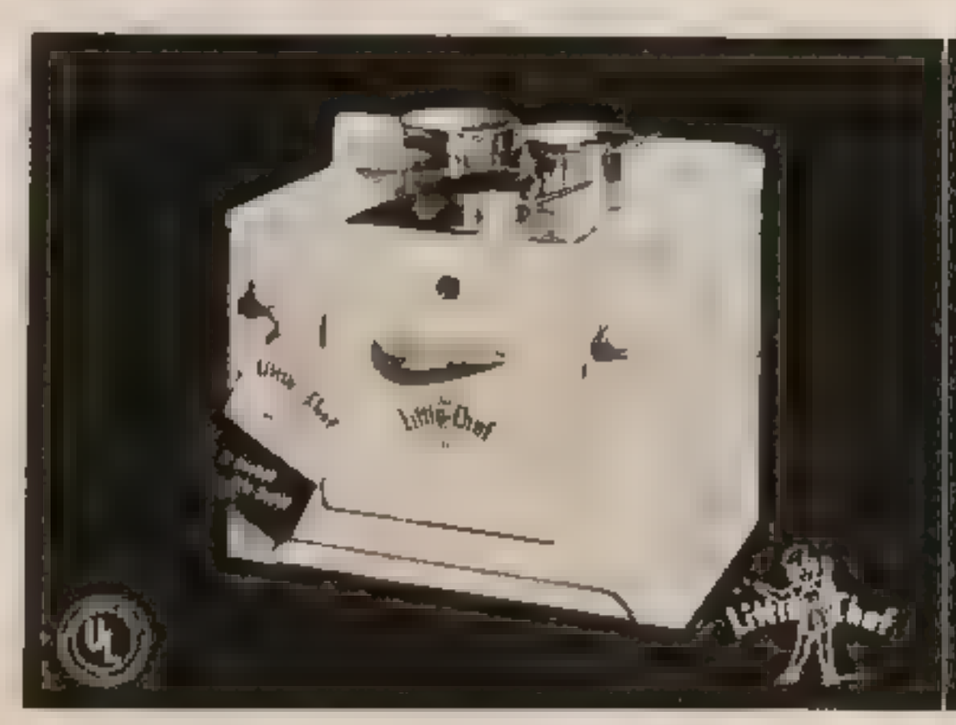
# Little Chef Miniature Electric Ranges

## ...The World Leader

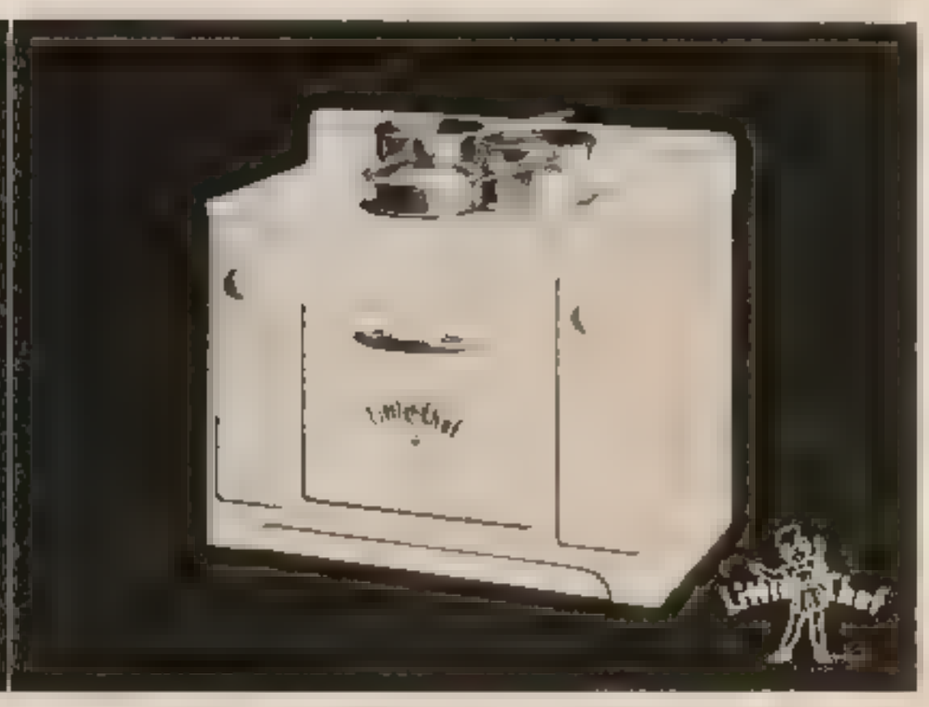
MODEL 1000 ... st $120.00 doz ... Suggested Reta... $9.95
Size ... 3x11 ...x? Ind v dual sw tches op ...te top cook ng plate and baking oven Ind v dual red safety ...ghts ...nd cate when top and oven elements are turned on ...nter ...ed glass front oven door reta ns heat Extra warm ng oven Heavy gauge steel Baked appliance enamel Underwriters ...sted ...ndividual y cartoned Packed 6 in case



MODEL 800 ... st $96.00 doz ... Suggested Reta... $7.95
Size ...x 0 ...x ... Separate e ements for cook ng plate and for bak ng oven heat when cord s p ugged in Plastic non operat ve sw tch knobs Safety light g ows wh n p ugged n ...nter ...ed glass front oven door reta ns heat Extra warm ng oven Togg e act on doo s Heavy gauge ste Baked appliance enamel underwriters ...sted Ind v dua ly cartoned Packed 6 n case



MODEL 500 ... st $6...0 doz ... Suggested Reta... $4.95
S ze ...x9x5 ... Cooks on top burner Red Safety light glows wh n rank s p ugged n Warming oven w th top action doors ...non pe ative sw tch knobs constructed of heavy gauge st Fin shed in baked app ance enamel Underwriters ...sted Ind v dua ly cartoned Packed 12 in case



MODEL 400 ...st $36.00 doz ... Suggested Reta... $2.95
This mod l de...gned for the t ay tot Same spec f cat ons as Mode 500 ...t ett but s non e ectric ...ndividual y cartoned Packed 12 in case

## Check These Features . . . Exclusive with Little Chef

- **All electric models are Underwriters' listed.**
- **All electric models have red "Safety-lights" indicating when current is on.**
- **All electric elements are completely enclosed.**
- **Ranges constructed of heavy gauge steel; Heating surfaces of alloyed aluminum. Finished with gleaming white baked appliance enamel.**
- **Sparkling chrome-plated door handles.**
- **Factory-guarantee certificate included with each electric model.**
- **Four piece set, heavy aluminum utensils as pictured included with each range.**

**FOUR SHIPPING POINTS FOR QUICK DELIVERY**
**Chicago, Philadelphia, New Orleans, and Tacoma.**

$11

## TACOMA METAL PRODUCTS CO.

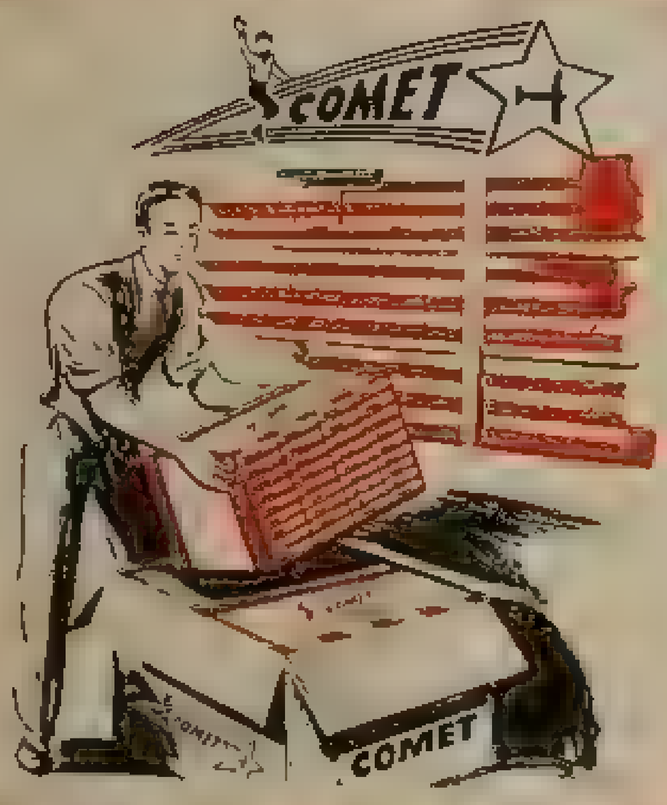
**414 Puyallup Ave. ● Tacoma, Washington**

[redacted]

At The
American Toy Fair
For Your Convenience, Two Showrooms
Hotel Mac Alpin, Room 844
Hotel New Yorker, Room 718-719
MASTER BUILDER TOY, Inc.
1750 Berkeley Street
Santa Monica, California

# The BIG PROFIT STORY for 1949

# COMET ASSORTMENTS




*for* ✓COMPLETENESS
✓VALUE—PLUS
✓CONSUMER ACCEPTANCE
✓CONVENIENCE in
ORDERING, HANDLING
and SHIPPING!

**ORDER by ASSORTMENT—and ORDER NOW!**

TIME and SPACE Saving Method for Handling Your Model Airplane Orders You Receive from Your Customers—Special Easy to Handle Package MINIMIZES Your Ordering, Yet Gives You FULL Assortment of NEW, Fast Selling Models

## 10c to $1 MODELS that SELL!

10c FLYING MODELS

**KIT No. A6**
STINSON VOYAGER

"A" ASSORTMENT. *10c Flying Model Airplanes* 8 different fastselling models 36 assorted per package 4 packages to shipping carton Wt. per carton 18 lbs.

10c SOLID MODELS

**KIT No. B5**
CONSTELLATION

B ASSORTMENT *10c Solid Models* 6 different fastselling kits 36 assorted per package 4 packages to shipping carton Wt. per carton 15 lbs.

25c FLYING MODELS

**KIT No. E6**
TAYLORCRAFT

E ASSORTMENT *25c Flying Models* 15 different fastselling models 18 assorted per package 4 packages to shipping carton Wt. 3 lbs.

$1 FLYING MODELS

**KIT No. P9**
AERONCA

P ASSORTMENT *$1 Flying Models* 7 different fastselling models, 6 assorted per package 4 packages to shipping carton Wt. 20 lbs.

50c FLYING MODELS

**KIT No. L7**
PIPER CUB

L ASSORTMENT *50c Flying Models* 10 different fastselling models, 12 assorted per package 4 packages to shipping carton Wt. per carton 20 lbs.

## COMET CEMENT

This famous cement comes in two types for household use and for model building. Dries quickly, holds tight. A cement that will build repeat business for you. Generous tube **10c**

## COMET NU-DOPE

The amazing result of years of research! Definitely superior in every way. Full range of colors. Top value at **10c**

*WRITE for FREE Salesmen's Catalog Sheets*

**COMET** MODEL HOBBYCRAFT, INC., 129 W. 29th St., Chicago 16, Illinois

FAST TURNOVER
IN THOUSANDS OF STORES AT
GOOD PROFIT BECAUSE...
They give the kiddies
FUN through singing
EDUCATION through stories
INTEREST through color pictures and
PLAYSONG RECORDS
Can be played hundreds of times
fine and clear and are
UNBREAKABLE
PLAYSONG RECORDS
79¢
WILD WEST SONGS
MOTHER GOOSE SONGS
SEE
US AT THE
TOY FAIR
McALPIN
Rooms 401 403
NEW YORKER
Rooms 635 637
FREE
MERCHANDISER RACKS
Single rack with 4 dozen order
Double rack with 6 dozen order
Giant rack with gross order
WAL-FELD COMPANY
National Distributors
443 BROADWAY, NEW YORK 13, N. Y.

# Nosco's FAST FREIGHT

## ESTABLISHES CROSS-COUNTRY SALES RECORDS

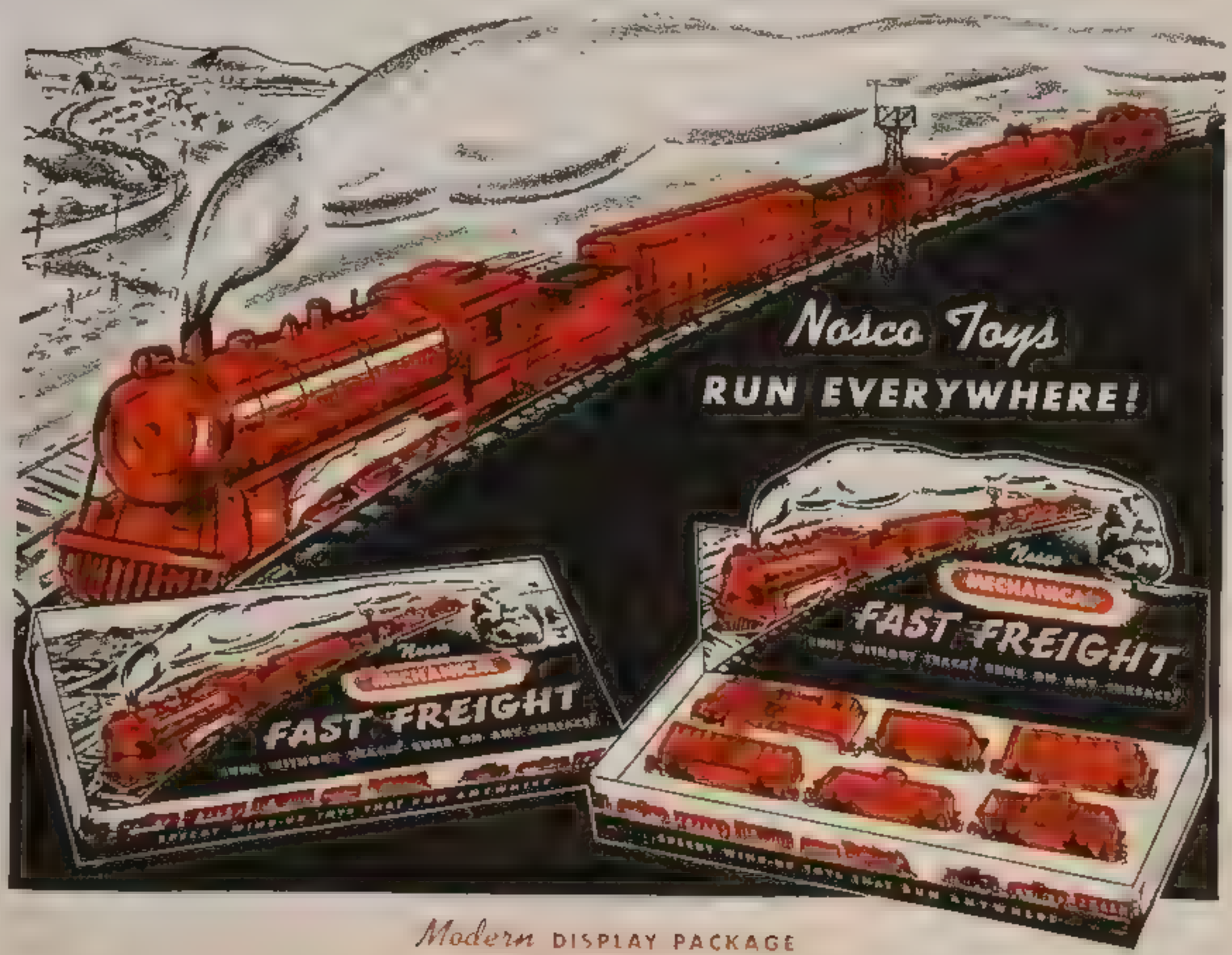
### *Runs without track on any surface*

Again!—Nosco crashes the toy market with a new, fast-moving mechanical toy—the Fast Freight Train. This speedy wind-up train is over 16" long and consists of six cars—locomotive, locomotive tender, coal hopper, box car, oil tank car and caboose. Each car is a different color—this feature really attracts the children.

The Fast Freight has a strong flat spring motor which propels it over 50 feet on any surface—even a rug. Like other famous Nosco mechanical toys, the Fast Freight Train has sturdy construction, many safety features, and authentic detail. Put on some steam in your toy department—order Fast Freight Trains today!

## IT'S MECHANICAL!

BUYING INFORMATION: Catalog No. 6378. Colors: 4 bright, attractive colors—each car in the box is a different color. Standard and Minimum Package: 2 dozen individually boxed. Shipping weight 13 lbs. Terms: 2% 10 days, 30 days net. F O B Erie Pennsylvania, U S A




*Modern* DISPLAY PACKAGE

*The Nosco Fast Freight package, created by famous box designers, will really demand attention. Attractively designed in bright colors, this box displays the train to the best advantage, and is strong enough to give adequate protection.*

SEE THE 1949
NOSCO LINE
AT THE TOY FAIR
ROOMS 704, 706
HOTEL McALPIN

**NOSCO PLASTICS** *Erie, Pa.,* **U. S. A.**

CUSTOM MOLDERS OF BETTER ENGINEERED PLASTICS

# SEE...

# THE PARRIS-DUNN LINE FOR '49

## ROOM 740 · HOTEL NEW YORKER

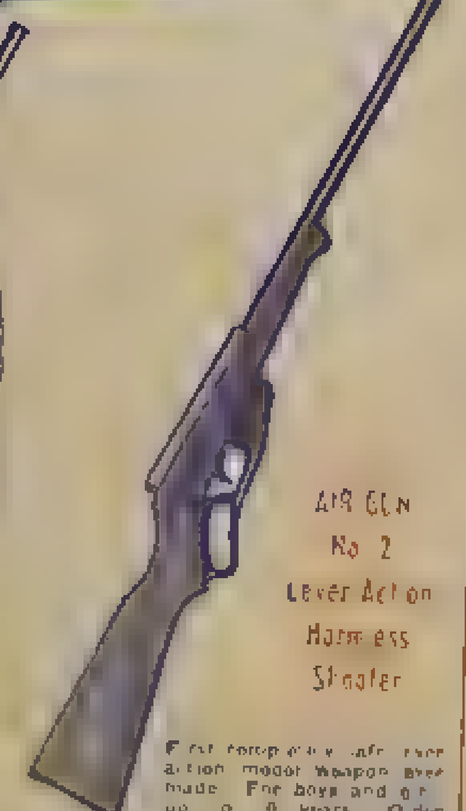
## Toys

PLA GUN
NO 1
Pump Gun
Cocker

Fav[illegible] 2 t[illegible] + your girls. A true to type o[illegible] mper. Ha[illegible] ones of hard ar[illegible] sharp mo[illegible] Do[illegible] not shoot pellet or sand. Nacura[illegible] warrant[illegible] ha[illegible] stock and ar[illegible] metal fo[illegible]

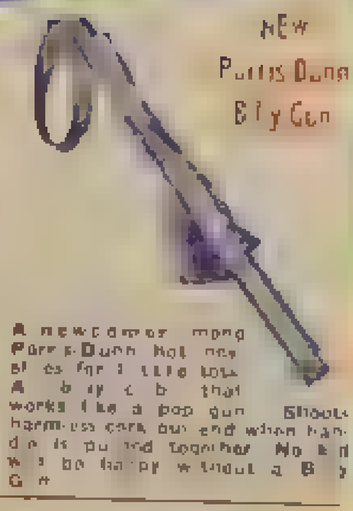
PLA GUN
NO 5
Bolt
Action
Snapper

Amazing R[illegible] with sp[illegible] repeat[illegible] A new re[illegible] tory mount with real[illegible] bolt action and m[illegible] far on by ge[illegible] Loud snapping contemptuous bolt and trigger Sea[illegible]oned wood stock we[illegible] nd finish Meta[illegible] barre[illegible] housing [illegible] lever and trigger Kra[illegible] wea[illegible] [illegible] ung



AIR GUN
No 2
Lever Action
Harmless
Shooter

Fir[illegible] repeat[illegible] air[illegible] rifle action model weapon ever made For boys and gi[illegible] up [illegible] 0 years Older [illegible] don't use Shoots harm[illegible] cork pellet[illegible] straight and true—[illegible] to but doesn't hurt A beauty Natural wa[illegible] finish[illegible] stained wood stock and pistol grip Meta[illegible] barrel ho[illegible] ing lever and trigger mechani[illegible] [illegible] long



NEW
Parris Dunn
Bb Gun

A newcomer among Parris-Dunn Not one of those toys A b[illegible] that works like a pop gun Shoots harmless cork out one end when handle is pulled together No kid will be happy without a Bb Gun

FAMOUS
HELICOPTER
KIT

The nappy parkas that [illegible] have made famous for making the world's best rotor type helicopter kits Wonderful [illegible] items.

## Sporting Goods

PEA
NO 11
AIR
GUN

A[illegible] SHOOTS [illegible]

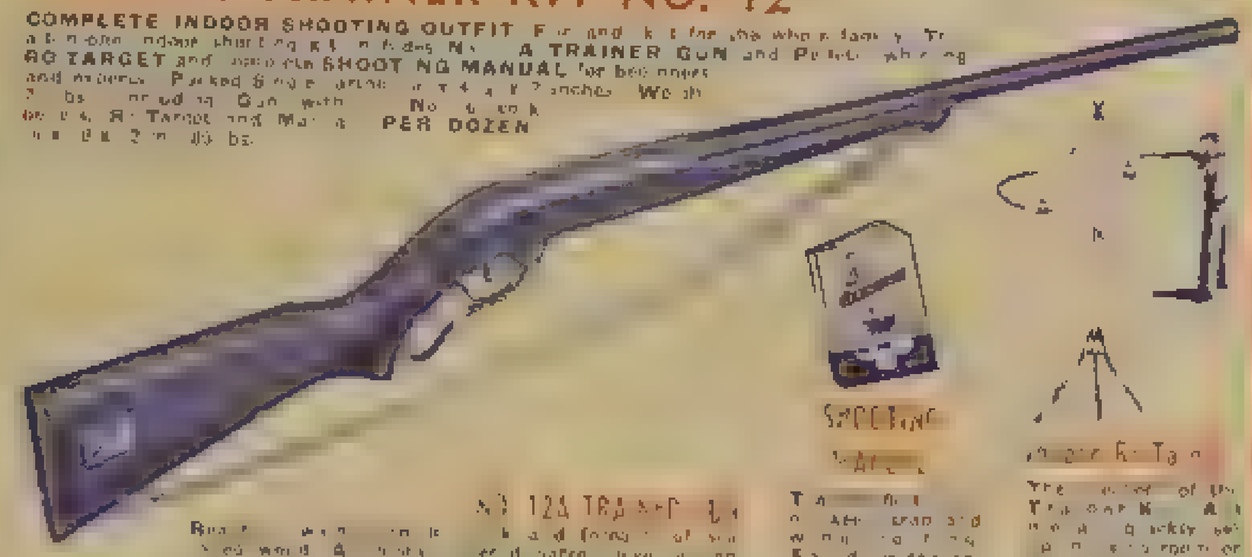
### Sporting Goods Buyers

Par[illegible] Dunn [illegible] For A [illegible] PLA GUNS [illegible] PUTT TRAINERS [illegible] HOM[illegible] NEW YORK ER C L P[illegible]

TOY FAIR
NEW YORK
MARCH
7-18

## INDOOR TRAINER KIT NO. 12

COMPLETE INDOOR SHOOTING OUTFIT F[illegible] and k[illegible] for the whole family Th[illegible] a home indoor shooting kit [illegible] des N[illegible] A TRAINER GUN and Pu[illegible] shooting AD TARGET and [illegible] SHOOT NG MANUAL for beginners and experts Packed 6 [illegible] PER DOZEN





SPORTING
[illegible]



[illegible] Target

The [illegible] of the Trainer N[illegible] A [illegible] quickly set up [illegible] reports of the E[illegible] to pack Beds [illegible] and [illegible] complete [illegible] to? A[illegible]

NO 12A TRAINER [illegible]

Rugged [illegible] and [illegible] would A [illegible] BB ACCURATE [illegible] BB SAFE [illegible] SINGLE GUN [illegible] DOZ [illegible]

T[illegible] [illegible] Ath[illegible] and [illegible] E[illegible] Bed[illegible] [illegible] by H E Bed[illegible] [illegible]

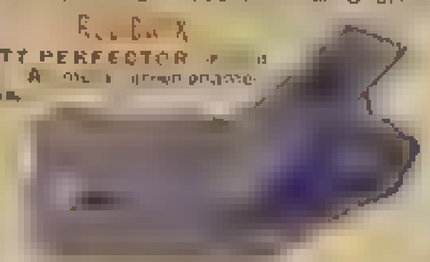
## Parris-Dunn PUTT-TRAINER GOLF GAME

### ANOTHER GOLF GAME? Yes, But What A Difference

THE NEW PARRIS DUNN PUTT TRAINER [illegible]

PUTT PERFECTOR

[illegible]



PUTT PERFECTOR [illegible]

## PARRIS-DUNN · Clarinda, Iowa

WORLD'S LEADING MANUFACTURERS OF PLA-GUNS AND INDOOR TRAINING KITS

# 12 Sparkling New Toys...

WEIGHT 12½ LBS. ASSORTED COLORS

Crib clamp-on playmate both eyes flash on and off with electric light as the body bows in and fro from soft spring waist

"BRIGHT-EYES", pictured here, is the leader of a remarkable line of TWELVE *brand new* infant, game and wheel toys. We've named them "Sandee *PLAY-SAFE* Toys for Young America" because every detail has been expertly designed for safety. Their ability to fascinate, to hold interest, and to *teach* is unapproached, we believe, in the history of the toy industry! Skillfully fashioned from tough, durable TENITE, LUSTRON and other modern products, Sandee Toys offer many superior advantages . .

1. *No paint to scratch, chip or chew off*
2. *No sharp edges . . can't split or sliver*
3. *Light weight . easy to handle*
4. *Easy to clean and keep clean*
5. *Brilliant, enduring colors . always new looking*
6. *Soft, smooth, scratch-free finish*
7. *No repair costs . . long-lived*
8. *Sanitary—dust-free packaging*

If there was ever an *ideal* line of toys for gifts you'll take pride in giving, this is it! There's a finer, more appealing toy for children of *all* ages. Ask your dealer for *Sandee "PLAY-SAFE" Toys*. Look for the familiar trademark shown below. Sandee Toys are moderately priced for the finer quality and greater satisfaction they give

*Send for* FREE BOOKLET DESCRIBING "SANDEE'S 12 NEW FASCINATORS"... INFANT GAME AND WHEEL TOYS

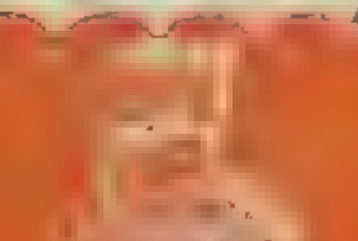
SANDEE MANUFACTURING CO
5050 Foster Ave., Chicago 30, Illinois

## HERE'S THE BIG 2-COLOR AD-VERTISEMENT IN DECEMBER *Parents' Magazine*

SANDEE PLAY-SAFE TOYS have scored a sensational success. Toy buyers from coast to coast have been quick to recognize the powerful sales appeal of these novel, new plastic toys. An active demand has been created by our strong national advertising campaign appearing month after month in PARENTS Magazine. The third smashing ad in the series appears in the December issue of this widely read publication. Over 1,100,000 families are reading about the many finer qualities of these safer infant, game and wheel toys. Additional national publicity has been given to *Sandee Play-Safe Toys* in a November issue of LIFE Magazine, and in many national "baby" publications.

Dealers everywhere are cashing in on the tremendous demand that has been created for these better toys. Bear in mind the complete line comprises at least a dozen different items. All are molded of tough, colorful *Tenite* and other modern plastic materials. The line is packaged very appropriately in pink and blue "window" cartons. Each carton contains a complete sales story describing the toy and points out its superior features. Extremely attractive eye-catching counter and window displays are made possible by this handsome and unusual packaging

Build a larger and more profitable toy business with a liberal assortment of *SANDEE Play-Safe Toys*. Tie in with the national advertising campaign with free cuts, window streamers and literature available for dealers. ORDER FROM YOUR JOBBER TODAY!



# Sandee

TRADEMARK

TOYS FOR YOUNG AMERICA

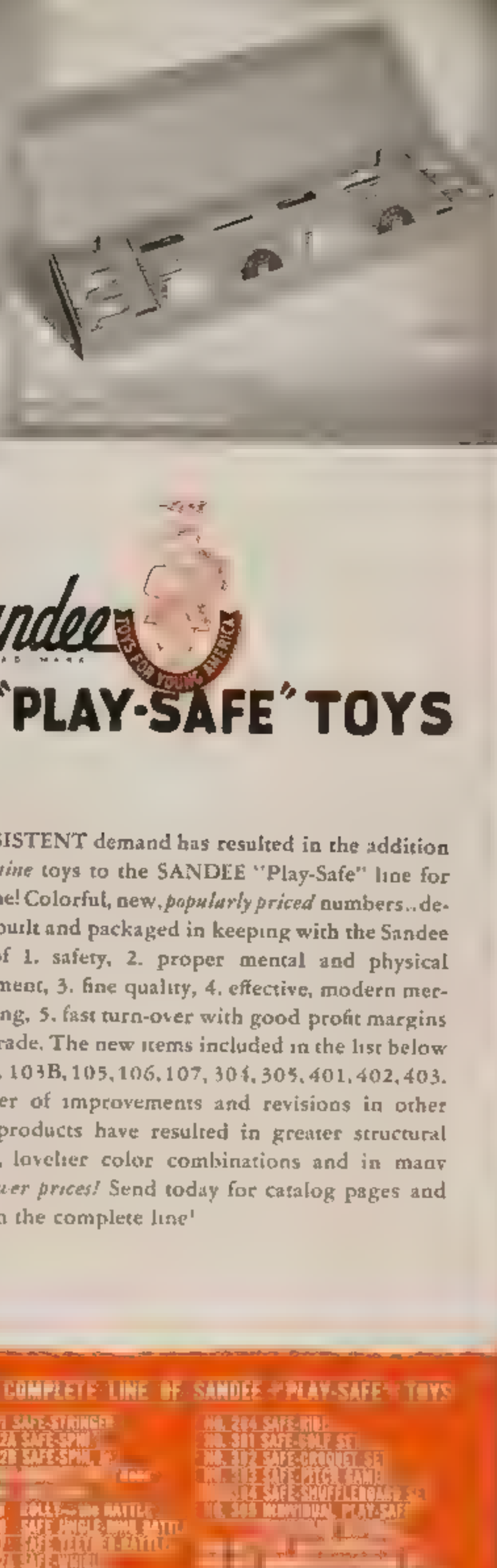
COMMENDED by PARENTS' MAGAZINE

# "PLAY-SAFE"

## *Sandee Manufacturing Company*, 5050 FOSTER AVENUE, CHICAGO 30, ILL

PERMANENT SHOW ROOM • ROOM 1408 • 230 5TH AVE NEW YORK 1

"WORLD'S LARGEST CUSTOM EXTRUDERS OF PLASTICS"





NEW!

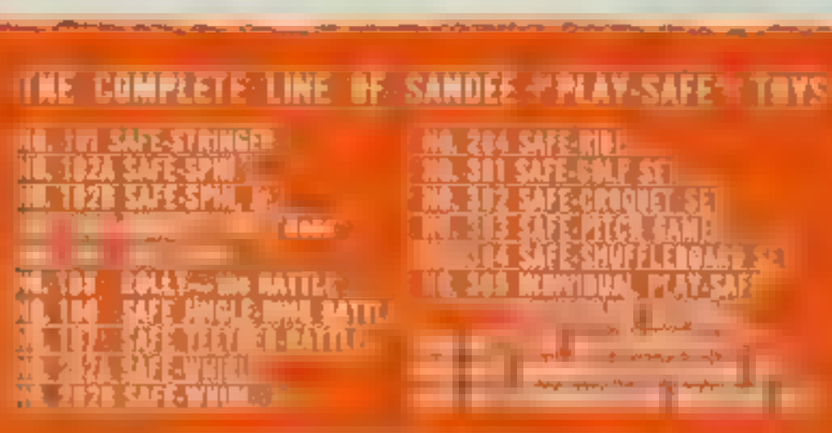
Sandee

TRADE MARK

TOYS FOR YOUNG AMERICA

# "PLAY-SAFE" TOYS

PERSISTENT demand has resulted in the addition of *nine* toys to the SANDEE "Play-Safe" line for forty-nine! Colorful, new, *popularly priced* numbers.. designed, built and packaged in keeping with the Sandee policy of 1. safety, 2. proper mental and physical development, 3. fine quality, 4. effective, modern merchandising, 5. fast turn-over with good profit margins for the trade. The new items included in the list below are: Nos. 103B, 105, 106, 107, 304, 305, 401, 402, 403. A number of improvements and revisions in other Sandee products have resulted in greater structural strength, lovelier color combinations and in many cases, *lower prices!* Send today for catalog pages and prices on the complete line!




SEND FOR our New Catalog Sheets

Sandee Manufacturing Company 5050 FOSTER AVENUE CHICAGO 30 ILL.

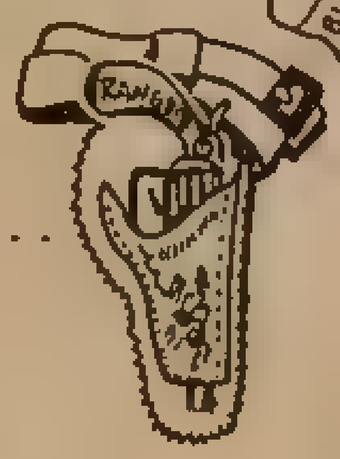
"STATE RANGER"
AND
"WESTERN BOY"

NOW that the show is over.....

YOU'LL have to confess.....

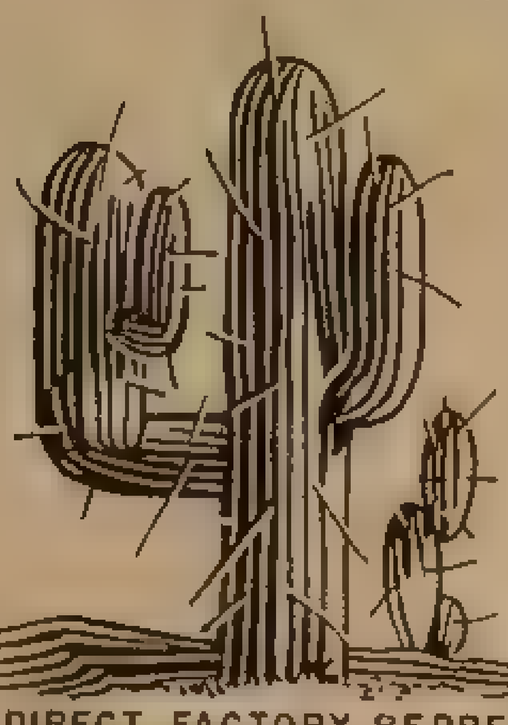
THAT the finest Genuine Leather.....

GUN and HOLSTER SETS,



SPURS and CUFFS...

ARE made by....



R&S TOY MANUFACTURING CO. INC.
510-512 METROPOLITAN AVE. B'KLYN, N.Y.

DIRECT FACTORY REPRESENTATIVE - SAM WEISMAN - 200 FIFTH AVE. RM 209 NYC.

YOU CAN ALWAYS RECOGNIZE

# an Artistic TOY

*Visit Our Display*

## HOTEL McALPIN—ROOM 439

NEW YORK TOY FAIR - MARCH 7-18

DESIGNED BY ARTISTS — PRODUCED BY CRAFTSMEN

You'll see the reason why ARTISTIC TOYS are so far ahead of others in the washable toy field!

America's Leading Manufacturer of

**Washable Stuffed Dolls and Animals**

OVER 40 STYLES

Retailing From

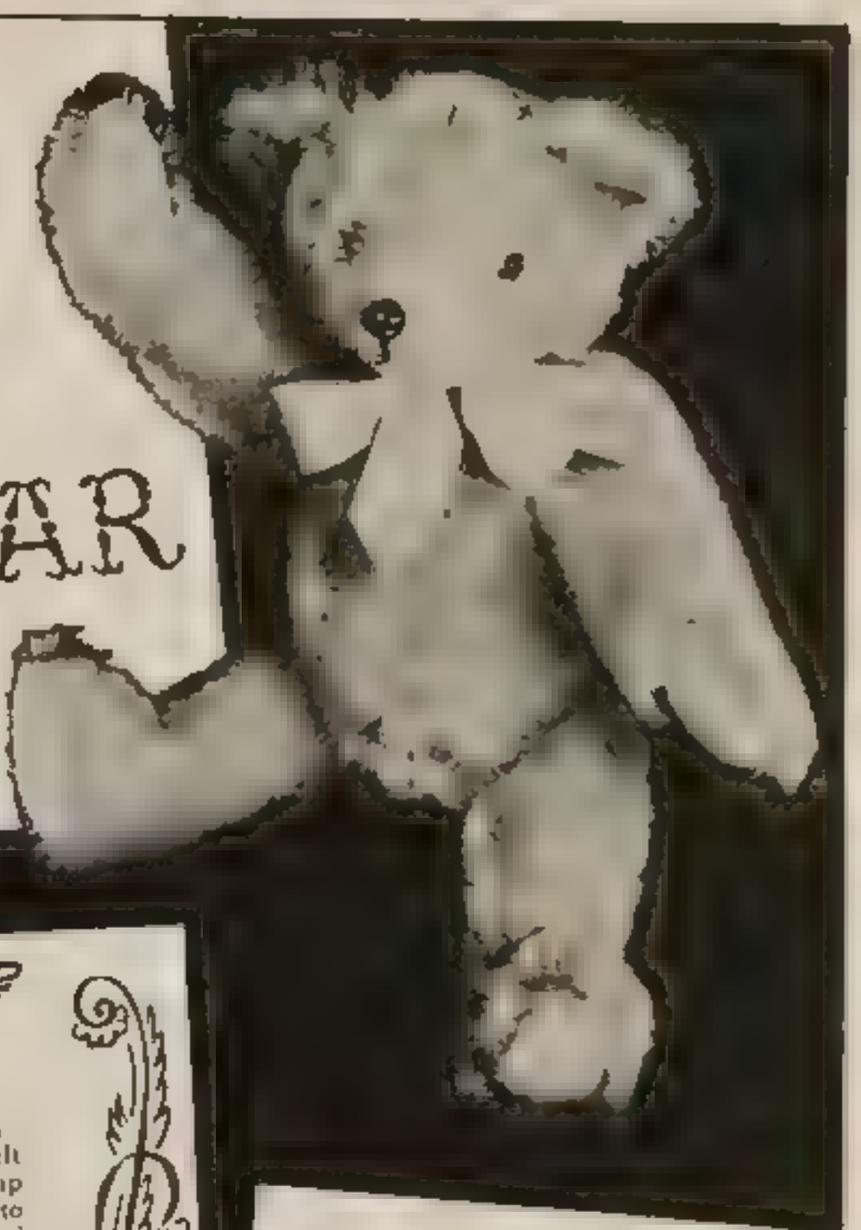
$1.00 TO $3.00

## ARTISTIC TOY COMPANY

101 WEST LEHIGH AVENUE · PHILADELPHIA 33, PA.

[redacted]

# The Story of Ideal AND THE ORIGINAL TEDDY BEAR



Down through the years since way back in 190_ the most popular, most lovable, most wanted toy in all the world has been the Teddy Bear. There's hardly a child who hasn't been made happier by and who hasn't at some time or another cherished and loved his soft stuffed animal with its round head bat eyes and gruff expression.

*Here's how the Teddy Bear got his name and the trade the first Teddy Bear*

In 1902, while President Teddy Roosevelt was on a hunting trip in Mississippi, he refused to shoot a small bear that had been brought back to camp—because it was young and cute. Instead he adopted it as a pet. A cartoonist Clifford K. Berryman drew a picture of the incident and called it "Teddy's Bear." Soon the market was flooded with post cards, pictures and novelties. Morris Michtom, founder of Ideal Novelty & Toy Co.,

which today is one of the world's largest toy manufacturers, was the first man to bring out the original Teddy Bear as a soft stuffed toy, and as it has been known to the world ever since 1902. When Morris Michtom died in 1938 newspapers all over the world mourned the loss of ***"the inventor of the Teddy Bear, the man who had brought so much joy and happiness to countless children."*** Since that day Ideal Novelty & Toy Co. has sold millions of the world's finest Teddy Bears. As long as there are children, there will be Teddy Bears. And Ideal, makers of the original Teddy Bear, will continue to make the finest Teddy Bears in the World.

IDEAL NOVELTY & TOY CO.
HOLLIS 7 N Y

Made in U S A

## ANOTHER "First" BY IDEAL!

## Order your Teddy Bears NOW!

**REMEMBER . . . IDEAL TEDDY BEARS ARE STEADY MONTH IN, MONTH OUT SELLERS THE YEAR 'ROUND!**

**IDEAL NOVELTY & TOY CO.**
**200 FIFTH AVENUE, NEW YORK 10, N. Y.**

14-108 Merchandise Mart Chicago, Ill

**IDEAL NOVELTY & TOY CO.**
**200 Fifth Avenue, New York 10, N. Y**

Please ship us your ... To Retail at

doz. 1630-3 Gold Mohair Plush Teddy Bears. $3.00

doz. 1630-5 Gold Mohair Plush Teddy Bears.. 5.00
(with Growlers)

*Store Name* .....

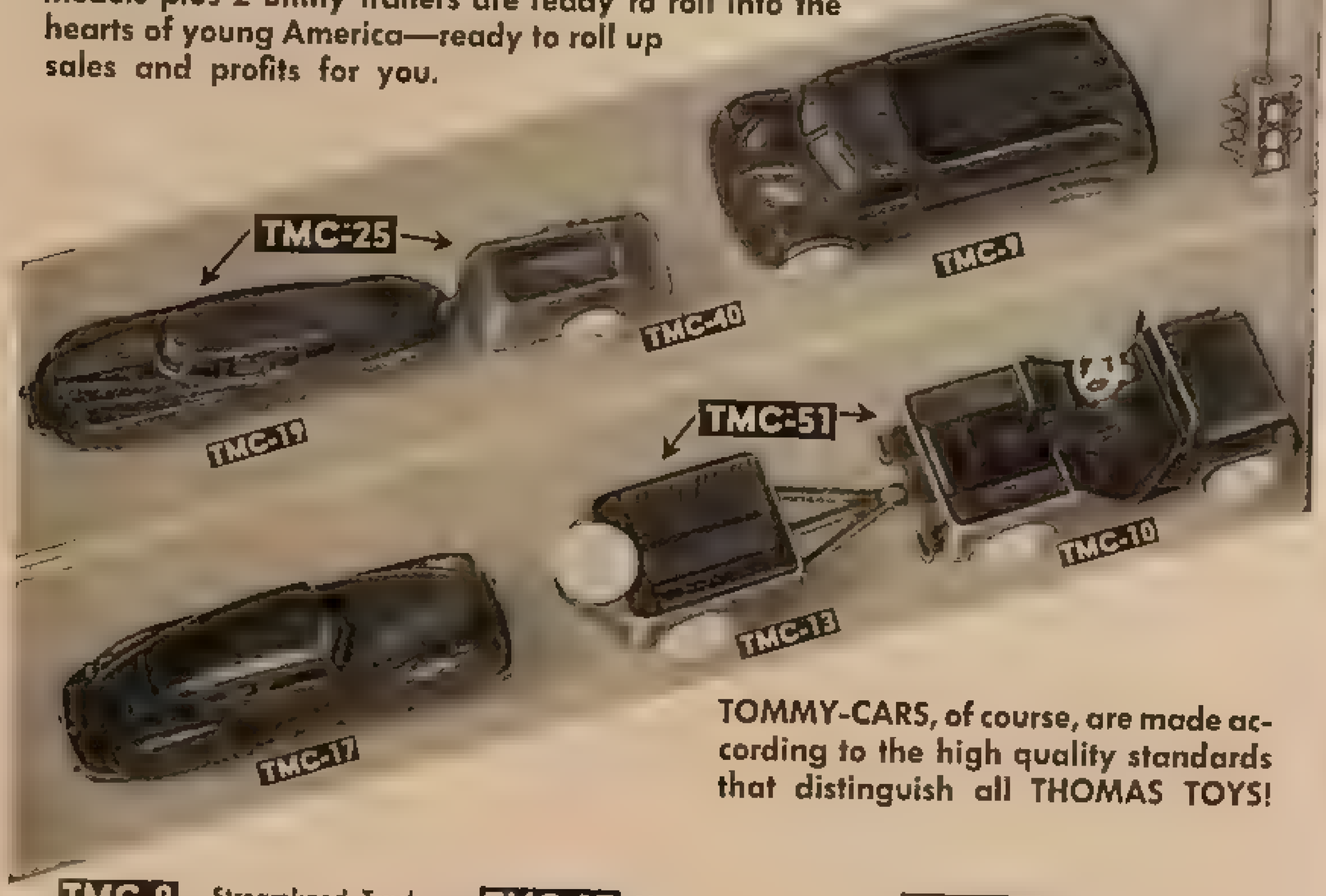
*Address* .....

*Buyer's Signature* .....

NOW ROLLING OFF THE ASSEMBLY LINE BY THE THOUSANDS

# for IMMEDIATE DELIVERY... the TOMMY-CAR LINE for '49

*DEALERS:* The TOMMY-CAR LINE for '49 is here! 4 smart models plus 2 utility trailers are ready to roll into the hearts of young America—ready to roll up sales and profits for you.




TOMMY-CARS, of course, are made according to the high quality standards that distinguish all THOMAS TOYS!

**TMC-9** Streamlined Truck
19c RETAIL Length 5" Width 2 1/4" Pkd 2 Doz to a box
2 Gross per shipping carton. Wgt 26 lbs

**TMC-10** JEEP
20c RETAIL Length 4 1/4" Width 1 3/4" Pkd. 2 Doz to a box
2 Gross per shipping carton Wgt. 27 lbs

**TMC-13** TRAILER
10c RETAIL Length 3 3/4" Width 1 1/2 Pkd. 2 Doz to a box
2 Gross per shipping carton. Wgt. 16 lbs

**TMC-17** SEDAN
10c RETAIL Length 4 5/16" Width 1 3/8" Pkd. 2 Doz to a box
2 Gross per shipping carton. Wgt 25 lbs

**TMC-19** Airline Limousine
10c RETAIL Length 4 1/2" Width 1 1/4 Pkd. 2 Doz. to a box
2 Gross per shipping carton. Wgt. 12 lbs

**TMC-25** Limousine & Trailer
15c RETAIL Length 6 3/4" Overal Pkd 2 Doz. to a box
2 Gross per shipping carton. Wgt. 16 lbs

**TMC-40** UTILITY TRAILER
5c RETAIL Length 2 1/2" Width 1 1/2" Pkd. 2 Doz to a bag
2 Gross per shipping carton Wgt 5 lbs

**TMC-51** JEEP & TRAILER
29c RETAIL Length 8 1/2" Overall Pkd. 1 Doz to a box
1 Gross per shipping carton Wgt. 20 lbs

**TMC-53** TRUCK & TRAILER (TMC-9) (TMC-13)
29c RETAIL Length 9" Overall Pkd. 1 Doz to a box
1 Gross per shipping carton Wgt 20 lbs

TOY Thomas

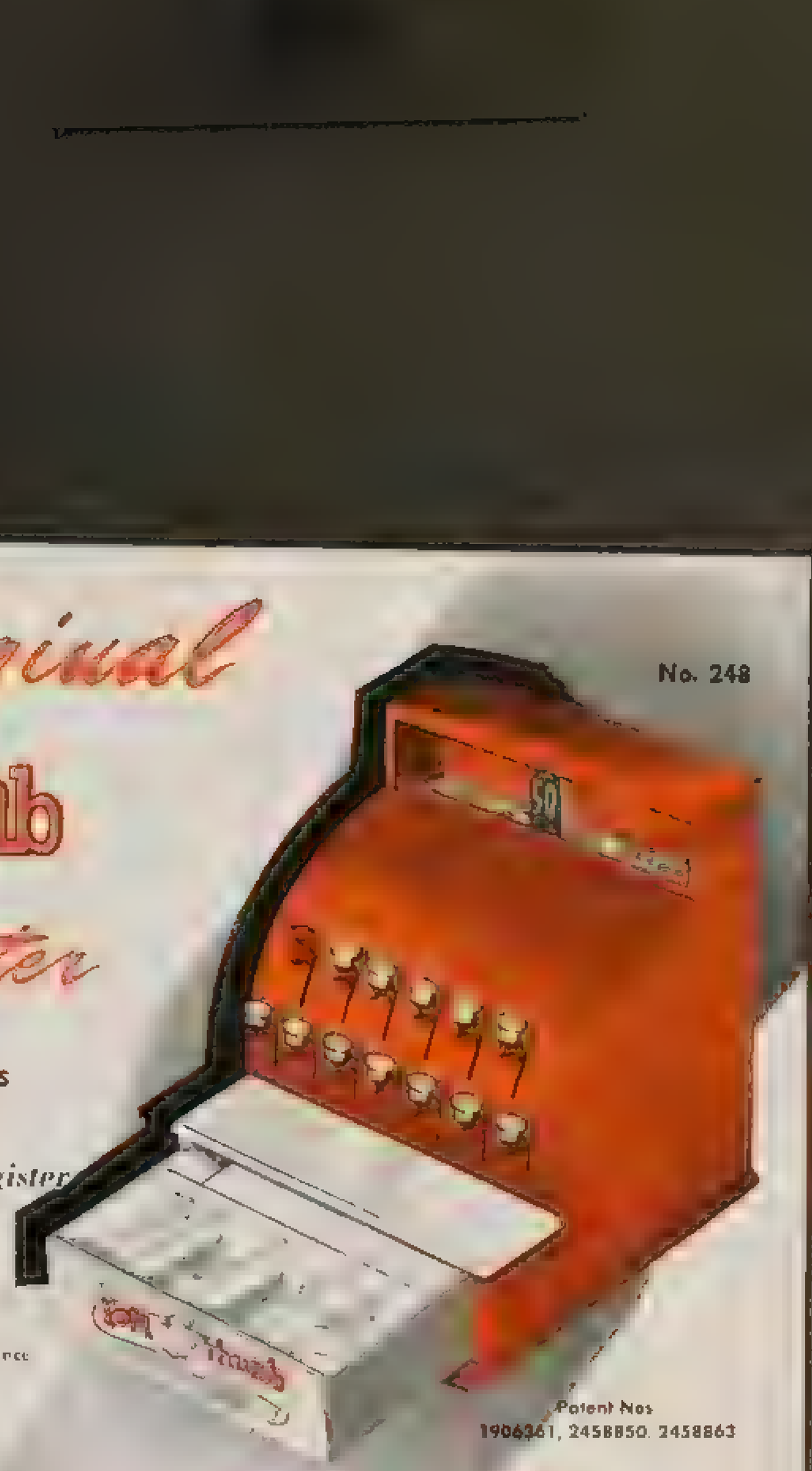
**THOMAS MANUFACTURING CORP.**
80 CLINTON STREET NEWARK 5, N. J.
Creator of The Famous TOMMY-TOPPLE and TU-AN-FRO

# The Original

# Tom Thumb

## Cash Register

No. 248



**Greatest Value in Toys**

*More Than a Toy . . .*
*A Real Cash Register*

Over 1,000,000 in joyful use

OUTSTANDING FEATURES

Unbreakable Plastic Window
Electrically Welded Joints
Expertly built to last a lifetime by
Technicians with Years of Production Experience
No Sharp Edges
Protective Rubber Feet
Metal Play Money . . .
Takes lowest freight rate due to
heavy gauge steel construction

Size 7 inches deep
6 wide
7 high

Packed in individual cartons One dozen to a master corrugated shipping container Weight 45 lbs
F O B Jackson Michigan

Patent Nos
1906361, 2458850, 2458863

No. 249

# Add-Ex

## TOY ADDING MACHINE

A real adding machine for youngsters and grown ups alike It is practical and mechanically perfect Adds up to 999 Has three columns of visible keyboard with easy touch control Heavy gauge steel construction Made to last a lifetime Finished attractively in baked on enamel

Size 8 inches deep
5 wide
3 high

Packed in individual cartons One dozen to master corrugated shipping container
Weight 25 lbs F O B Jackson Michigan

**WESTERN STAMPING COMPANY**

JACKSON MICHIGAN

Sole Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10 N Y

**Licenses in all fields available for America's newest and greatest children's favorite!**

# BOZO *the clown!*

**A PersoNovelty Creation of Capitol Records**

- TOP SELLER IN CHILDREN'S ALBUMS — with More Big Albums on the Way!
- Star of Radio, Television, Comic Books, Color Books, Theatres, Circus Appearances

*We Can Design A Bozo "PersoNovelty" Product For You.*

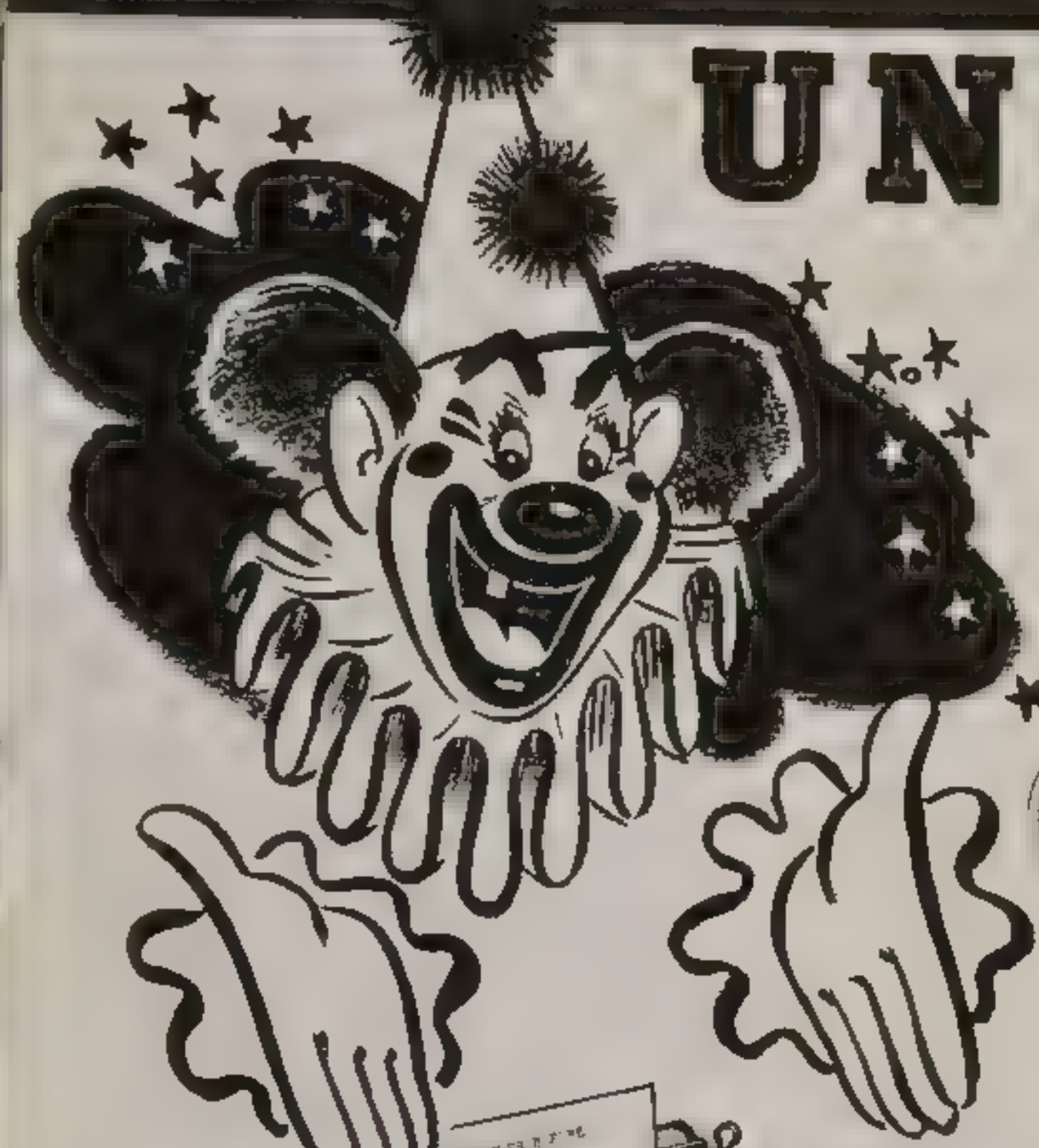
*Write Today!*

Capitol RECORDS

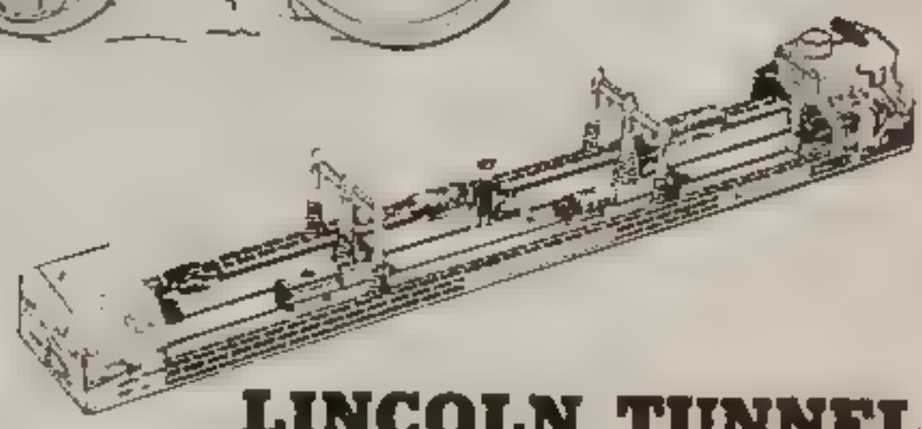
SUNSET & VINE, HOLLYWOOD

© Capitol Records

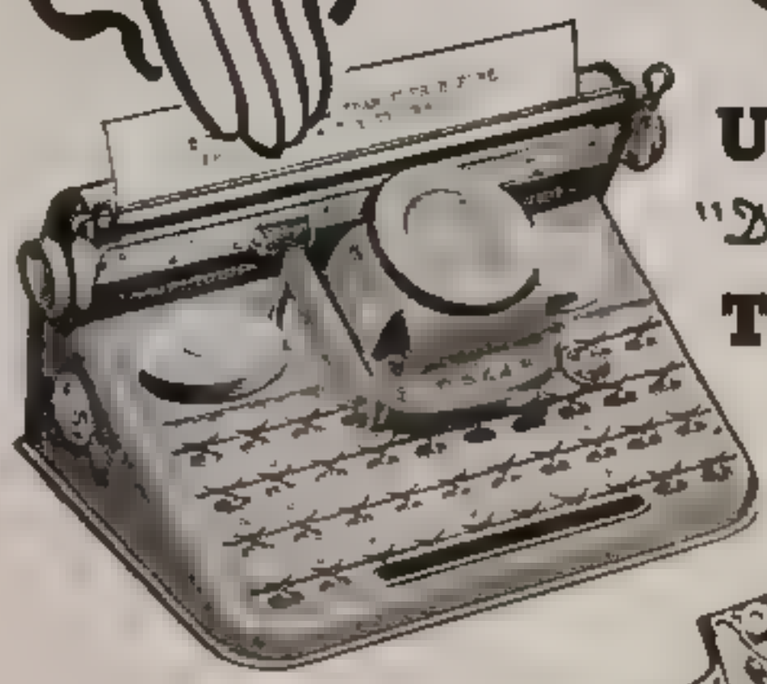
# UNIQUE TOYS



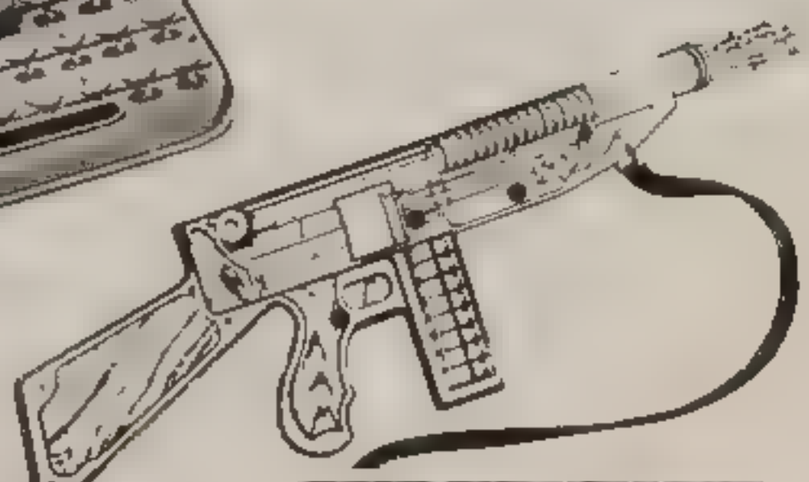
**KIDDY CYCLIST**



**LINCOLN TUNNEL**



**UNIQUE**
*"Dependable"*
**TYPEWRITER**



**SUPER FIRE MACHINE GUN**

**BOMBO**

**RODEO JOE**

*Watch for Unique's 1949 Line of Mechanical Toy Hits on Year Round Coast to Coast Television*


**UNIQUE ART MANUFACTURING CO., Inc.**

Factory and Main Office
200 Waverly Avenue
Newark 8, New Jersey

Permanent Display and Sales
200 Fifth Avenue
New York 10, N. Y.

# There is a place for quality

Most manufacturers, wholesalers and retailers are aware of the increasing demand by the public for merchandise of better design and quality. More and more store merchandising managers and toy buyers, alert to this trend, are capitalizing on the sale of toy products made to a high standard of quality.

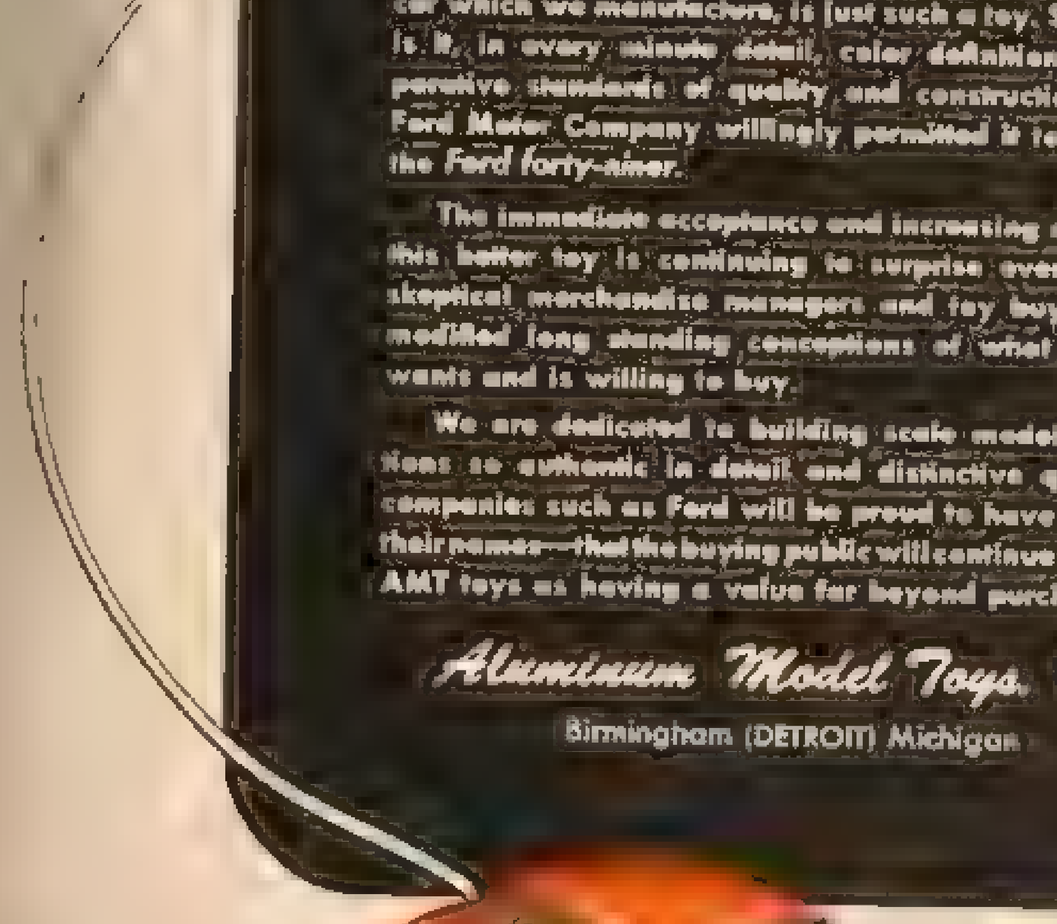
The exact scale model reproduction of the 1949 Ford car which we manufacture, is just such a toy. So authentic is it, in every minute detail, color definition and comparative standards of quality and construction that the Ford Motor Company willingly permitted it to be named the *Ford forty-niner.*

The immediate acceptance and increasing demand for this better toy is continuing to surprise even the most skeptical merchandise managers and toy buyers. It has modified long standing conceptions of what the public wants and is willing to buy.

We are dedicated to building scale model reproductions so authentic in detail and distinctive quality that companies such as Ford will be proud to have them bear their names—that the buying public will continue to consider AMT toys as having a value far beyond purchase price.

*Aluminum Model Toys, Inc.*

Birmingham (DETROIT) Michigan



The FORD '49er
ELECTRIC REMOTE CONTROL
EXACT SCALE MODEL

STARTS
STOPS
REVERSES
STEERS
---WITH THE FLIP OF A FINGER

FORD TRACTOR
new motorized
SCALE MODEL

The FORD '49er
spring motorized
EXACT SCALE MODEL

SEE THESE EXACT SCALE MODEL TOYS IN ACTION AT THE TOY FAIR, ROOM 251, 5th AVENUE BLDG.

NEW ITEMS FOR 1949

# LUPOR *leads again* *with* MECHANICAL TOYS

NO. 650 ROAD-MASTER

PLASTIC WINDSHIELD TRUE TO LIFE,
WITH TWO FIGURES

NO. 410 SPEED THRILLER

FULL LINE OF
SPRING WINDING TOPS
FROM 10c TO 25c RETAIL

NO. 260 HOT ROD

- ATTRACTIVELY PRICED
- BRIGHTLY LITHOGRAPHED WITH THAT TOUCH OF REALISM THAT ONLY METAL TOYS CAN GIVE YOU
- MOST OF OUR ITEMS WITH ENCLOSED MECHANISMS

*SEE YOU AT THE FAIR*

ROOM 905

*HOTEL McALPIN*

*SEND FOR OUR NEW CATALOG AND PRICE LIST*

LUPOR METAL PRODUCTS

242 EAST 137th ST NEW YORK ST. N.Y.

[redacted]

*ILLUSTRATED FURNISHED*
WINDSHIELD MAN IN
COCKPIT AND RUBBER WHEELS

# Fire Fighter

WITH

# SIREN

A FLEX-O-WARE PRODUCT

**Manufactured By BW Molded Plastics, Pasadena 4, California**

**SEE IT AT THE TOY FAIR** Room 864, McAlpin Hotel, New York City

You can count on a long, smooth run . . . bigger and better year 'round sales. Banner Plastic Toys will roll right off your counter. When the cash register starts ringing steadily, you'll say: "Banner! That's the ticket for me."

**THE BANNER LINE FEATURES EXCITING NEW ITEMS**

Fascinating miniature cars in brilliant colors with every realistic feature scaled to size. Remember, every car in this fast selling popular-priced line has moveable wheels! Every car is sturdy! Every kid loves Banner toys! Send for our FREE 1949 catalog You'll do a top-notch, profits-in-the-bank with Banner Plastics.

RIDE THE BANNER GRAVY LINE

**BANNER PLASTICS CORP.**

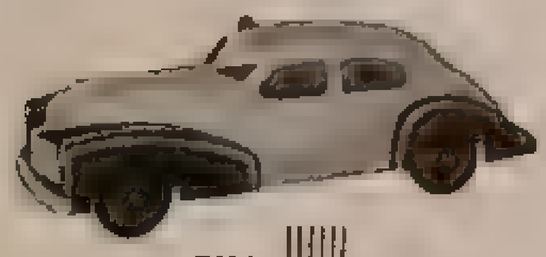
150 Bruckner Blvd., New York 54 N Y

N. Y. Showroom 200 Fifth Avenue, Rm. 513

TRACTOR

CONVERTIBLE

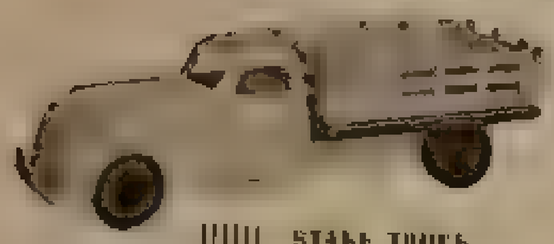
*Just like the Real thing!*



TAXI

# THE FAMOUS HUBLEY

# KIDDIE TOYS



STAKE TRUCK

*Designed for "Eye Appeal"*

LUMBER TRUCK

TOW TRUCK

Novel play features—colorful finishes and accurate design make every Hubley Kiddie Toy eye appealing . . . easy to sell. All are made of sturdy metal bodies with rubber wheels. Attractive individual packages provide additional display possibilities.

THE *Hubley* MANUFACTURING COMPANY

**Lancaster, Pennsylvania**

W. H. RHONE in charge of our New York Office and Showroom • Room 324, 200 Fifth Avenue, New York City

E. A. KAHN
153 S. Alta Vista St., Los Angeles, Calif.

W. G. YOUNG & SON
99 Chauncy St., Boston, Mass.

LEO A. SCHERRER
2840 W. 93rd St., Seattle 7, Wash.

Export Sales Agents: GUTERMAN CO., INC., 35 S. William St., N.Y.C.

# FAST SELLING PLASTIC TOYS

**Regular Trade Discount to Dealers and Jobbers**

## ROCKET WATER GUN, No. 119

Plunger assembly for easy operation. Shoots 20 to 30 feet. Bright colors. Retails for 10c. Packed 6 doz. to carton. Shipping weight 4 lbs.

## CALLIOPE SLIDE WHISTLE, No. 120

Plays real tunes. Rich clear tone. Bright colors. Retail price 10c. Packed 6 doz. to carton. Shipping weight 2 lbs.

## JIVE FLUTE, No. 135

Appealing musical toy. Easy to play. Bright colors. Retail price 10c. Packed 6 doz. to carton. Shipping weight 2 lbs.

## MIDGET FLUTE, No. 136

2 hole musical whistle. Pleasing tone. Compact, easy to carry in pocket. Attractive colors. Retail price 5c. Packed 12 doz. to carton. Shipping weight 2 lbs.

## *the New* ROCKET POP GUN No. 121

An outstanding low-price item for dime lots of fun. Shoots 20 ft. with a bang. Made of plastic in two color combinations of red and yellow. Sturdy metal plunger. Comes with each gun. Packed 2 dozen in attractive display carton. Shipping weight per gross approximately 5 lbs. Also packed 6 doz. to the carton. Shipping weight per gross [illegible] lbs.

# THE TRIO PRODUCTS CO.

428 E. BROAD STREET, ELYRIA, OHIO



[redacted]

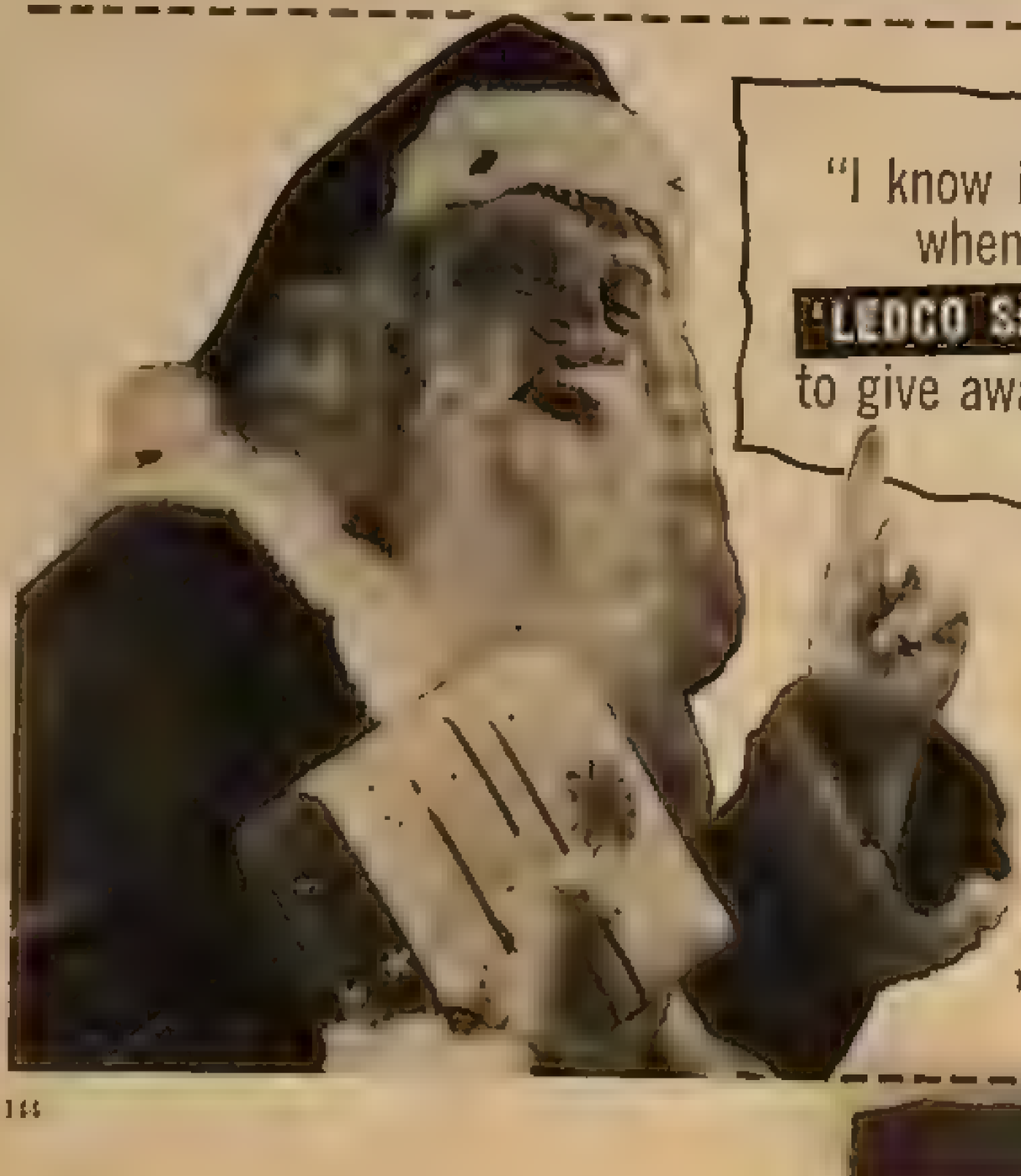
# SIX SHOOTERS

## to *sell* at *popular prices*
## Models No. 16 and 27

Now every youngster can realize his ambition to own a Kilgore Six Shooter. Models No. 16 and 27, selling in the lower price bracket, have all the exclusive "play appeal" features that have made Kilgore Six Shooters treasured above all other toy cap pistols. Break open to load . . . full revolving cylinders . . . use 6-shooter extra loud Disc caps. Cast iron, bright nickel finish No. 27 has plastic grips.

With Kilgore Six Shooters youngsters relive old West adventures in true play fashion. They like the realism of 6-shooter Disc caps — providing the importance of making each shot count. They like the reloading speed of the "break-open" feature. Six Shooters are favorites everywhere. Write now for name of nearest jobber

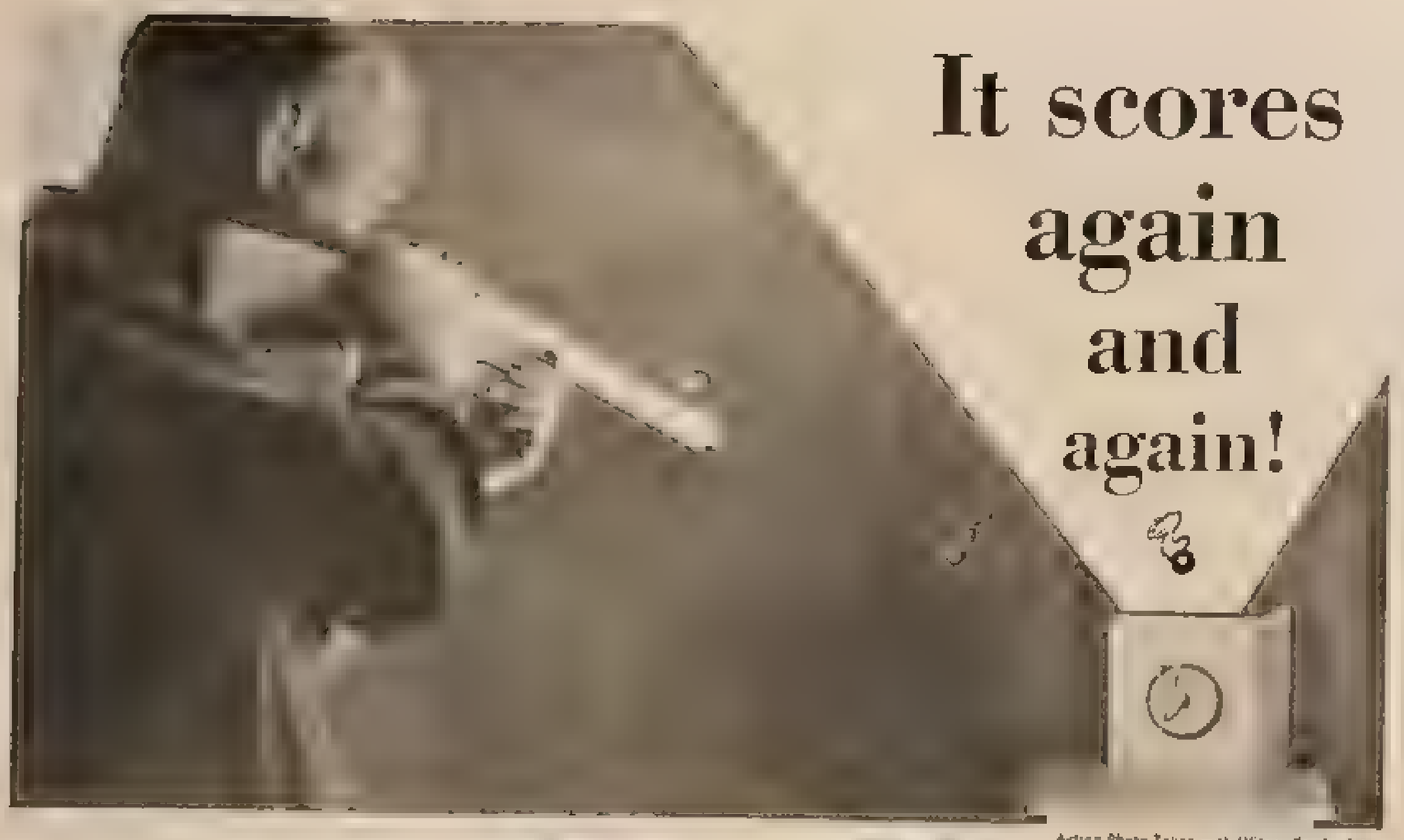
THE Kilgore MANUFACTURING CO.
WESTERVILLE, OHIO U.S.A.



"I know it's really Christmas when I have a lot of 'LEDCO Santas'prize Packages' to give away to boys and girls!"

*See us at the Toy Fair*
McALPIN HOTEL, NEW YORK
Room 572 . . . March 7 to 18

THE *Lederer* INDUSTRIES, Inc
39 West 19th St., N. Y. 11



# It scores again and again!

Action Photo Taken with Wilcox Strobo-Lite

## The world's outstanding Rapid-Fire GRAND ACCURATE FUN GUN

Here it is . . . more than a toy. An accurate, automatic Target Gun that is fun for everyone Whether man, woman or child, one to a hundred. Let's take a look at this amazing value.

**LOOK AT IT** . . . Individually boxed in eye-appeal'ng, colorful containers An attract've counter display card and a demonstration target Free to reta'lers

**HANDLE IT** . . . Made of the finest materials in beautiful maple finish Aluminum finished barrels, a simple, easy to load mechanism. Nothing to wear out

**FIRE IT** . . . Modeled after a world famous shotgun, highly accurate at 25 feet, wi l travel to 70 feet. Fires f ve harmless, soft, brightly colored balls without reload'ng

**BUY IT.**

**A five dollar value yet . . . retails at $2 95 in U.S.A**

Includes five shots. Refills at 25c. Targets on the box

USUAL TRADE DISCOUNTS

SALES REPRESENTATIVES

"SAFE-TEE" RAPID FIRE PAT NO 2334132

121

## Safe-Tee Toy Co.

OF CALIFORNIA

21000 SOUTH ALAMEDA STREET
LONG BEACH 10, CALIFORNIA

[redacted]

# It's the KILGORE Line in '49

"Swing-Out" Cylinder on BRONCO model

ACTUAL SIZE

## Here's Why...

- It includes the BRONCO Six Shooter — most spectacular toy cap pistol in 30 years
- It includes FIVE other *Six Shooter* models — top-demand action in toy cap pistols
- It includes SIX 50-shot repeater models — three are post-war designed, die cast of zinc alloy. Also includes the beautiful, new BUCK Single Shot—attractively "engraved." Chromate plated
- It includes FOUR types of paper caps all made by Kilgore — a single source for every cap requirement
- It includes the SQUIRT water pistol — with more eye-appeal, play-appeal and sales-appeal than any other water pistol immediate shipment
- It's a brand name line that sells itself! Youngsters ask for Kilgore guns and caps.
- Kilgore is a good company to do business with. A AAA-1 concern — largest manufacturer in the industry. Keeps line fresh with new models, new sales-appeal.

## 14 MODELS FROM ONE SOURCE

**No. 208 BRONCO**
Absolute leaps in play-time realism. *Six Shooter action PLUS "Swing-Out" cylinder*

**No. 105 AMERICAN**
*Six Shooter model*



**No. 100 LONG TOM**
*Six Shooter model*



**No. 30 BIG HORN**
*Six Shooter model*



**No. 27 SIX SHOOTER**
*Six Shooter model*

**No. 16 SIX SHOOTER**
*Six Shooter model*



**No. 12 RANGER**
*50-shot repeater*



**No. 407 BUCK**
*Single Shot model*



**No. 4 MOUNTIE**
*50-shot repeater*

**No. 8 BLAZE**
*[illegible]*

**No. 3 HAWKEYE**
*[illegible]*

**No. 18 PRESTO**
*50-shot repeater*

**No. 9 CAPTAIN**
*50-shot repeater*

**No. 200 SQUIRT**
*Precision water pistol*

**No. 206 PISTOL PACK**
*Includes Squirt, Mountie and Bronco*

THE Kilgore MANUFACTURING CO.
WESTERVILLE, OHIO U.S.A.

FACTORY OFFICES
Room 716 Bradley Hotel New York
Room 34-102 Merchandise Mart Chicago

START OFF

# SPRING SALES WITH A BANG!

These Hubley pistols are the "real McCoy" for every red-blooded American boy. Each is an exact replica of the real thing. Orders now being taken for January delivery.

THE *Hubley*

MANUFACTURING COMPANY

Lancaster • Pennsylvania

SUMMER TOY VOLUME
is what you make it!

# MAKE IT GRAND! WITH THE HALCO BRAND!

Good results this year take planning—take that EXTRA something. Yes, something like these sure-fire Halco Products — quality merchandise at popular prices. They're naturals! They come in for BIG SUMMER PLAY—extra fun for kiddies—extra volume for you. Plan now to emphasize HALCO this summer... you'll sell MORE!

*Feature the Nation's Best Selling Line*

## HALCO TEXAN HOLSTER SETS

Beautifully decorated, sturdily made, all-leather holsters with finest metal cap pistols. Single Sets, Double Sets, Cuff and Spur Sets.

CASH IN ON BIG SUMMER PLAY!

## *BIG PLAY, too* —THESE ACTION-PACKED HALCO SKY-FLIERS, SPARKLERS, AND CAPS

### HALCO SKY-FLIER

An act on pa ked lay aw p r ced for ro ume se es And so easy to ope ate with Ha co s Dough boy caps

### AMERICAN BEAUTY SPARKLERS

A de ightful accent to ight up hol days with steady, br ant burning S zes 8 10 14 20 and 36 nches

### DOUGHBOY Single Shot Caps—72 BIG SHOTS

Fom coast to coast Halco Doughboy Caps are known as the nation's biggest bang Pa kaged n b g colo fu boxes

### HALCO'S SUPERB BRAND ROLL CAPS

The nation's best ro l caps the brand n k s ask for p ced low for quick repeat sa es

J. HALPERN COMPANY
810 PENN AVE., PITTSBURGH 22, PA.
200 5th AVE., NEW YORK CITY

Attach to your letterhead

J. HALPERN COMPANY
810 PENN AVENUE, PITTSBURGH 22, PA.

Rush details on items checked below

Holsters ☐ Toy Pistol Caps ☐ Sparklers ☐ Sky Fliers

Attention of _____

Company _____

Street _____

City _____ State _____

SUPERB HALCO BRAND
1909 1949
40th YEAR
Mail Today!

11

Colorful Toys
Fascinating Toys
Exciting Toys

# all add up to STEVEN LEADERSHIP

## "RIDE 'EM COWBOY!"

The Steven Rock-A-Toy is a spell-binder that spells fast sales everywhere. Most toys are bought on impulse and Rock-A-Toy creates a practically irresistible impulse to buy

**MOTION!** Balances on hind feet and sways back and forth As the pinto rocks, the smiling cowboy's head and arms swing naturally and gracefully, while the lively pinto's head also moves up and down.

**COLOR!** Four colors for maximum eye-appeal.

**STURDY!** Made of Tekwood. Metal pendulum activates the Rock-A-Toy's jointed arms and head.

Rides on its hind legs near edge of any table top. Just a tap on the pinto's front legs and . . . motion is started (sort of "perpetual" motion).

**PRICED TO RETAIL AT**

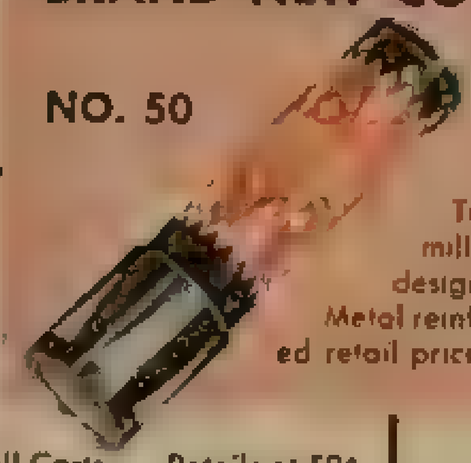
**98¢**

*Beautiful, compact, individual, colorful package.*

*Children and youngsters all love Steven Toys*

## BRAND NEW COVER DESIGN

**NO. 50**



In 3 rich, bright colors handsomely impregnated on aluminum foil

Turning head produces millions of ever-changing designs in dazzling colors Metal reinforced ends. Suggested retail price 49¢.

## OTHER STEVEN TOYS

No. 25 Kaleidescope . . . . . Retails at 25¢

No. 129 Plastic Kaleidescope. Retails at $1.29

No. 200 Plastic Kaleidescope. Retails at $1.98

No. 60 Assorted Duck, Chick and Rabbit Pull Fill Carts . . . Retails at 59¢


**STEVEN MANUFACTURING COMPANY**

5170 EASTON AVENUE • SAINT LOUIS, MISSOURI

*Sales Office...* BERNARD FUNK, 200 Fifth Ave., New York, N. Y.

LEE SHERMAN, 315 W. 9th ST., LOS ANGELES, CALIFORNIA

# STRUCTO

**The Leading Manufacturer of**

## MINIATURE CONSTRUCTION TOYS

INVITES YOU

TO VISIT US WHILE YOU ARE IN NEW YORK

AT THE

## TOY FAIR

- See the complete line of famous STRUCTO Live-Action pull toys
- See the many appealing "Child-Conditioned" NEW NUMBERS
- **See them All... See them in Action!**

**2 NEW YORK LOCATIONS . . . 2 DISPLAYS**

- **PERMANENT NEW YORK OFFICE**
  **200 FIFTH AVENUE**
- **TOY FAIR DISPLAY**
  **ROOMS 717 and 726 — HOTEL NEW YORKER**

**STRUCTO MFG. CO.**

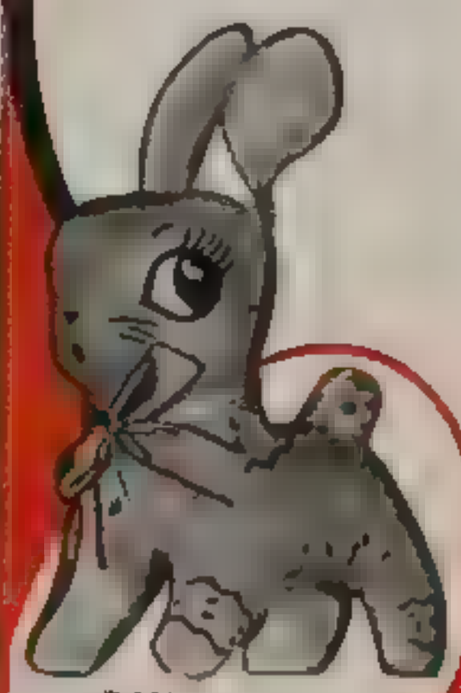
The Artistic Bunny Says: FILL YOUR BASKET EARLY 'CAUSE..

# Suddenly

# IT'S EASTER !

**Due to the large demand for Artistic Toys every Easter and the proximity of the season we ask you to make your commitments early.**

These cute, colorful Toys will add atmosphere to your Easter selling season.



RUNNING BUNNY No. 312

DANNY DUCK No. 321

CHICK No. 315

MRS. BUNNY No. 42

ARTISTIC TOYS ARE MADE OF PYROXLYN COATED MATERIAL

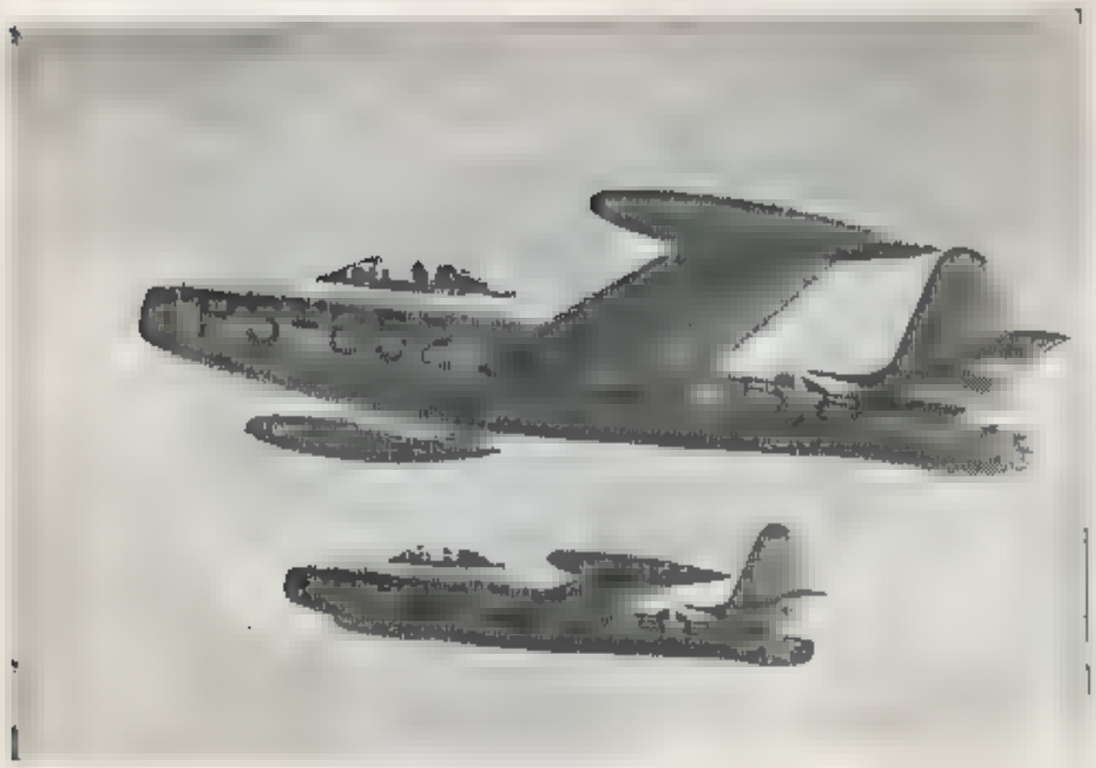
23 NUMBERS POPULARLY PRICED TO RETAIL FROM $1.00 to $2.00

Artistic Toy Co.

101 W. LEHIGH AVE. PHILA. 33, PA.

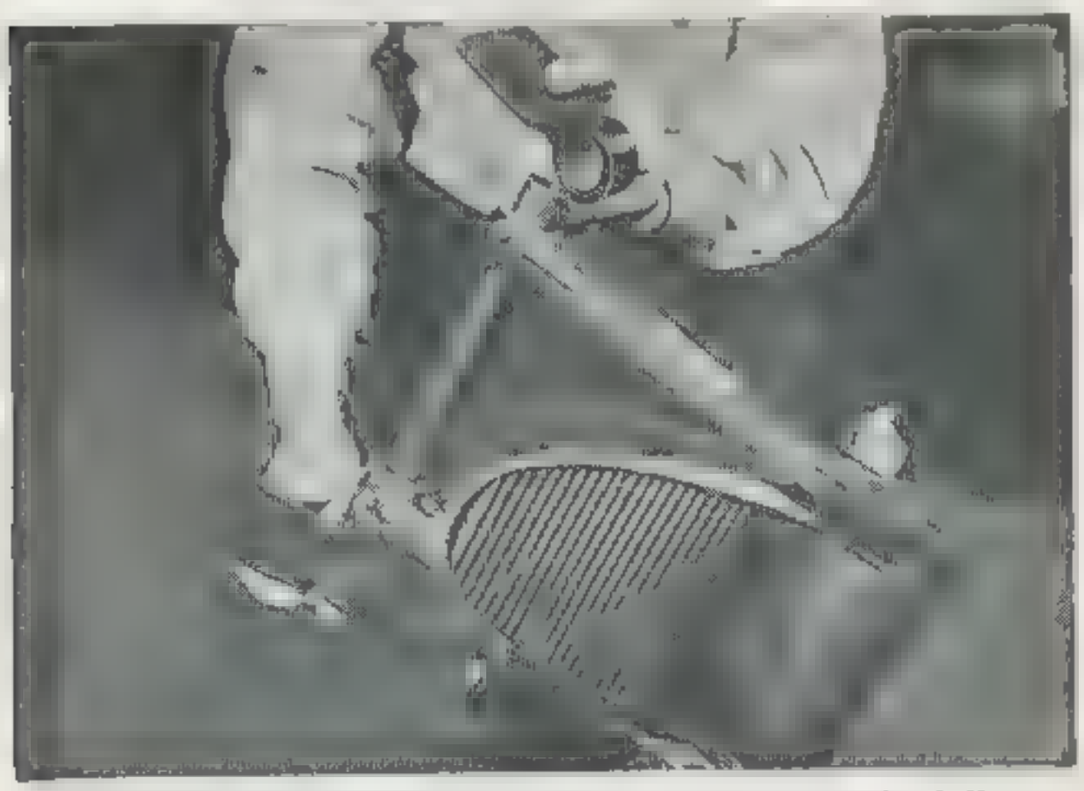
25

# Torrington Needle Bearings handle heavy loads in minimum space in Republic F-84 Thunderjets



**Higher flying speeds** mean greater bearing loads. So Republic Aviation Corporation found in developing the F-84 Thunderjet, first 600 mph fighter. In Torrington Needle Bearings, Republic secured the size, performance and life expectancy needed for ten important assemblies.

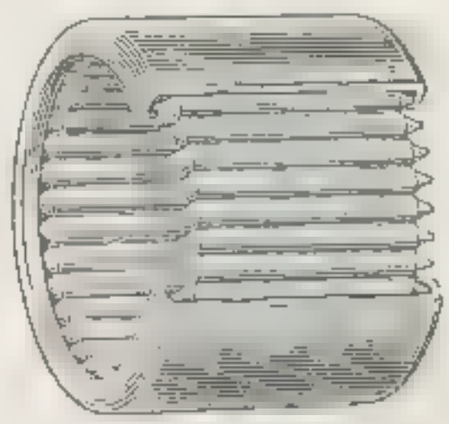
**Little room for controls** is left by a large air scoop in front and a long exhaust tube in back. Compact design of such units as the torque tube assembly, above, is essential. Needle Bearings accommodate large shafts in relatively small housings, providing great strength in minimum space.



**Rudder pedal application** of Needle Bearings shows the full complement of small diameter rollers. These efficient bearings provide greater load capacity than any other anti-friction bearing of comparable size. Close tolerances assure minimum play and quick response on the controls.

**Type AT self-aligning Needle Bearings** are used in the aileron booster control. Inset shows the spherical bore shell and mating housing that provide automatic self-alignment. After a 200,000 cycle test, that exceeded actual service conditions, Needle Bearings still functioned perfectly

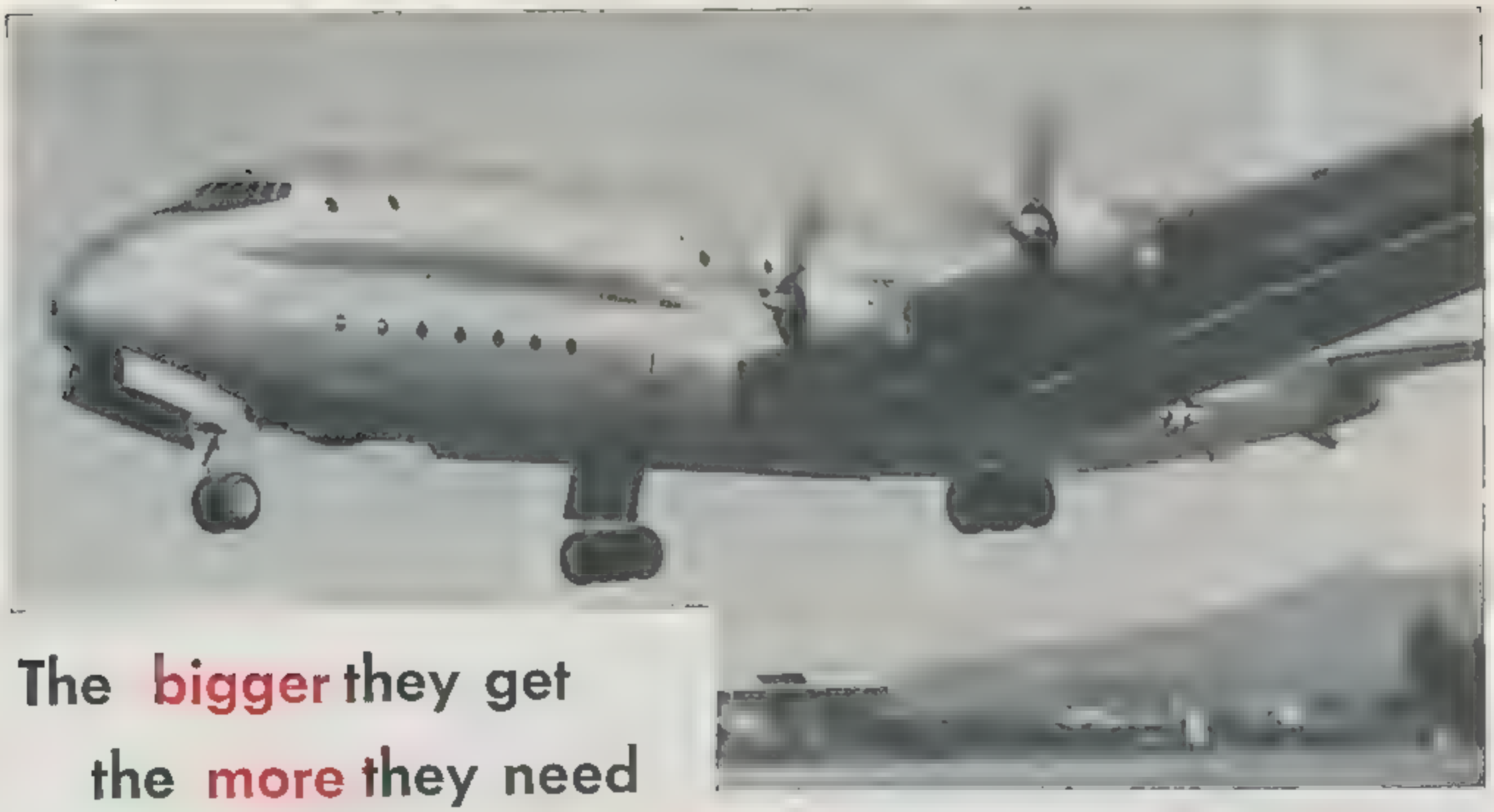
Torrington Needle Bearings lend themselves ideally to the lightweight, compact, high capacity designs essential in modern aircraft. Our engineers will gladly help you adapt anti-friction Needle Bearings to your requirements. Write us today. THE TORRINGTON COMPANY, Torrington, Conn., or South Bend 21, Ind. District offices and distributors in principal cities of United States and Canada.



**TORRINGTON** *NEEDLE* **BEARINGS**

Needle • Spherical Roller • Tapered Roller Straight Roller • Ball • Needle Rollers

**The Navy's 180-passenger Lockheed Constitution.** A specially designed 4-wheel truck type landing gear on each side of the plane spreads the 92-ton load over such a wide surface that all CAA Class 4 airports will accommodate this giant transport.



The bigger they get
the more they need

## the concentrated strength of Alloy Steel

**All grades of U·S·S Carilloy Aircraft Quality Steels are available when you need them**

For the prompt filling of your orders, just contact our nearest sales office by telephone, wire or letter.

THE 92-ton Constitution, the 110-ton Flying Wing, and the 163-ton B-36 are clear evidence of the fact that gross weights are getting bigger all the time. That these enormous flying tonnages can be brought safely to earth is a tribute both to the men who design and build landing gear equipment and to the strong, tough steels that go into it.

With every increase in the strength requirements demanded of landing gear parts capable of handling our bigger and mightier planes, U·S·S Carilloy Aircraft Quality Steels have demonstrated again and again just how much resistance to shock, impact and sudden stresses can be packed into comparatively small sections.

These superior, service-tested steels have proved indispensable wherever extremely high strength-volume ratio is essential. Their wide use in the largest and finest landing gear equipment developed to date recommends their choice for whatever similar applications you have in mind.

Our metallurgical representatives who during the war and since have closely cooperated with aircraft builders in applying U·S·S Carilloy Steels not only in landing gears, but other vital air-frame parts and in engine construction will be glad to put their experience at your service. We believe you will find their suggestions helpful and practical.

CARNEGIE-ILLINOIS STEEL CORPORATION, PITTSBURGH & CHICAGO
COLUMBIA STEEL COMPANY, SAN FRANCISCO
TENNESSEE COAL, IRON & RAILROAD COMPANY, BIRMINGHAM
UNITED STATES STEEL SUPPLY COMPANY, WAREHOUSE DISTRIBUTORS, COAST-TO-COAST
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

# Carilloy Steels

ELECTRIC FURNACE OR OPEN HEARTH

COMPLETE PRODUCTION FACILITIES IN CHICAGO AND PITTSBURGH

9-1424

USS

UNITED STATES STEEL

Bryce Canyon National Park, Utah

UNION PACIFIC

# "Wonder World"

of SOUTHERN UTAH
ARIZONA

Inspiring Zion National Park, Utah

The Grand Canyon of Arizona

## BRYCE CANYON NATIONAL PARK

To visit Bryce Canyon is like entering a strange, new world. The rainbow-hued, fantastic stone shapes are mysterious, enchanting. You can see Bryce, together with Utah's Zion and Arizona's Grand Canyon National Parks, on one memorable motor bus tour. Make this scenic area your vacation destination or stop over en route to or from Los Angeles.

Union Pacific will take you to Cedar City, Utah—gateway to the Parks—by fast, restful, air conditioned train.

*Union Pacific also Serves:*
SUN VALLEY, IDAHO — COLORADO
PACIFIC NORTHWEST — CALIFORNIA
YELLOWSTONE — DUDE RANCHES
LAS VEGAS-HOOVER DAM

**UNION PACIFIC RAILROAD**
*Road of the Streamliners*

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*Don't miss our display at*
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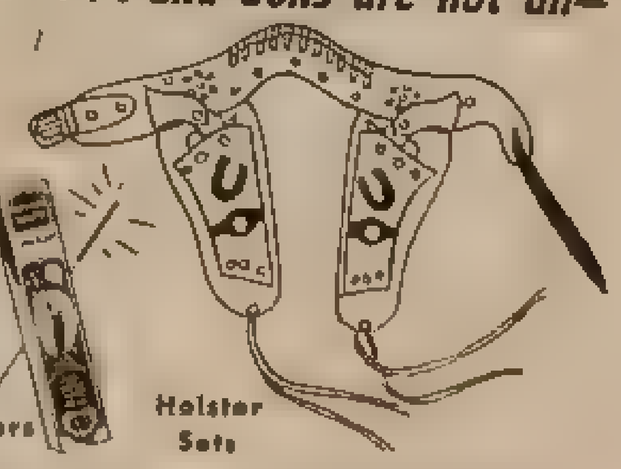
to stop in specially during the Fair to see me and all the others who make up our famous

HALCO TOY FAMILY

I'll be waiting to greet you at the door . . .
Remember -200 Fifth Avenue Room 404

. . . and dolls are not all—



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RIDE THE "CHAMP"!

You've got a *new* thrill coming! A touch of the throttle and you're off like a comet! Hills melt away like magic! Rough roads fly beneath you with hardly a quiver of the handlebars. Steering is feather light. Braking is smooth and sure. Day-long riding leaves you fresh and ready for more fun as you take in exciting races, hillclimbs, delightful gypsy tours and club events. Easy payment terms bring you this finest Harley-Davidson of all time. See your Harley-Davidson dealer today. Mail the coupon now!

HARLEY-DAVIDSON MOTOR CO., Dept. P5, Milwaukee 1, Wisconsin

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Address

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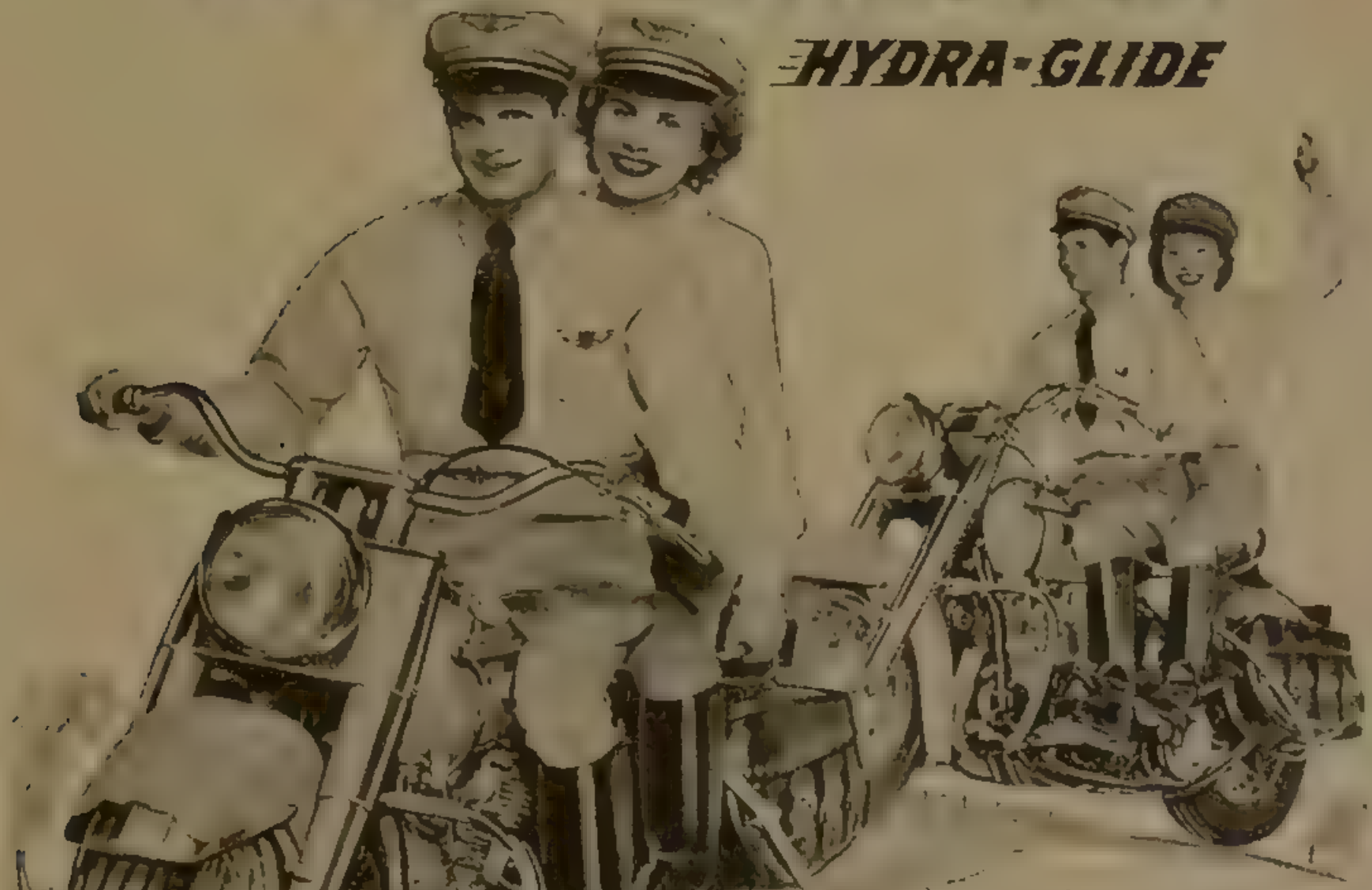
**DEALERS:** Valuable franchises available for the full line of famous Big Twins and 125 Model. Your opportunity to line up with the greatest name in motorcycles. Write or wire today.

# Take the Thrill-road to Good times !

RIDE A NEW 1950

# HARLEY-DAVIDSON

HYDRA-GLIDE



RIDE THE "CHAMP"!
You've got a *new* thrill coming! A touch of the throttle and you're off like a comet! Hills melt away like magic! Rough roads fly beneath you with hardly a quiver of the handlebars. Steering is feather light. Braking is smooth and sure. Day-long riding leaves you fresh and ready for more fun as you take in exciting races, hillclimbs, delightful gypsy tours and club events. Easy payment terms bring you this finest Harley-Davidson of all time. See your Harley-Davidson dealer today. Mail the coupon now!

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Send for *free* copy of ENTHUSIAST Magazine filled with motorcycle action pictures and stories; also literature on new 1950 models.

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**DEALERS:** Valuable franchises available for the full line of famous Big Twins and 125 Model. Your opportunity to line up with the greatest name in motorcycles. Write or wire today.

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[illegible] Hydra-Glide Fork. When
[illegible] Hydra-Glide Fork is the
[illegible] Hydraulic Telescoping Rear Suspension
[illegible] Hydra-Glide Fork is the only
[illegible] Harley-Davidson
[illegible] Ride a Harley-Davidson
[illegible] See your dealer today. Mail the coupon now.

HARLEY-DAVIDSON MOTOR COMPANY
[illegible]

"It's always fair weather when good friends get together"... on their Harley-Davidsons! And you're always headin' for fun ... when you hit the thrill-trail to exciting race meets, hillclimbs and endurance runs, to delightful sightseeing trips and gypsy tours. No sport in the world is like motorcycling, no pleasure like riding a super-smooth, powerful Harley-Davidson ... champion of motorcycles! Owning your own is easier than you think. See your dealer today. Mail the coupon now.

HARLEY-DAVIDSON MOTOR COMPANY
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Name .....

City.....Zone...State.....

G I Joe's trained to dream
of adventure. He wants
to tear up a Harley Davidson
the Hydra-Glide Explorer
that can carry him and Ed
where no jeep or tractor has
made tracks. It can wade hub-
deep valleys. It can wade hub-
deep. Boom jumps fall-off
way like it has no brakes
so it is to carry other
transportation. See great sights,
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new pleasure-packed
pots. See the sights from a
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very low cost. Stop by your
Authorized Harley-Davidson
today. Visit the nearest



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## HARLEY-DAVIDSON

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## HYDRA-GLIDE FORK

GET away from hum-drum living and hit the adventure trail on a Harley-Davidson Hydra-Glide! Explore back country roads that lead to rare scenic splendors, hidden valleys, little known hamlets and historic places, out-of-way lake and mountain areas - so hard to reach by other transportation. See great cities, fascinating rural regions, glamorous resorts and vacation spots. New thrills, new friends, new pleasures await you at every turn . . . at gypsy tours, exciting race meets, endurance runs, hill climbs, club gatherings of every kind. There's no sport like motorcycling; no fun like riding a sleek, swift, "comfort-cruising" Harley-Davidson! See your dealer today. Mail the coupon now

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Address RFD

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## NEW FEATURES, NEW STYLES, NEW SIZES, NEW PACKING

in the doll that made its sensational debut in the editorial pages of **"LIFE"**

# "Potty Baby"

## "THE WELL-TRAINED DOLL"

It has won consumer acceptance from Coast to Coast . . . Ask the stores that featured them . . .

*See these—and the other new American Character Dolls at*

## THE TOY FAIR

**AMERICAN CHARACTER DOLL CO., 200 Fifth Avenue, New York City**

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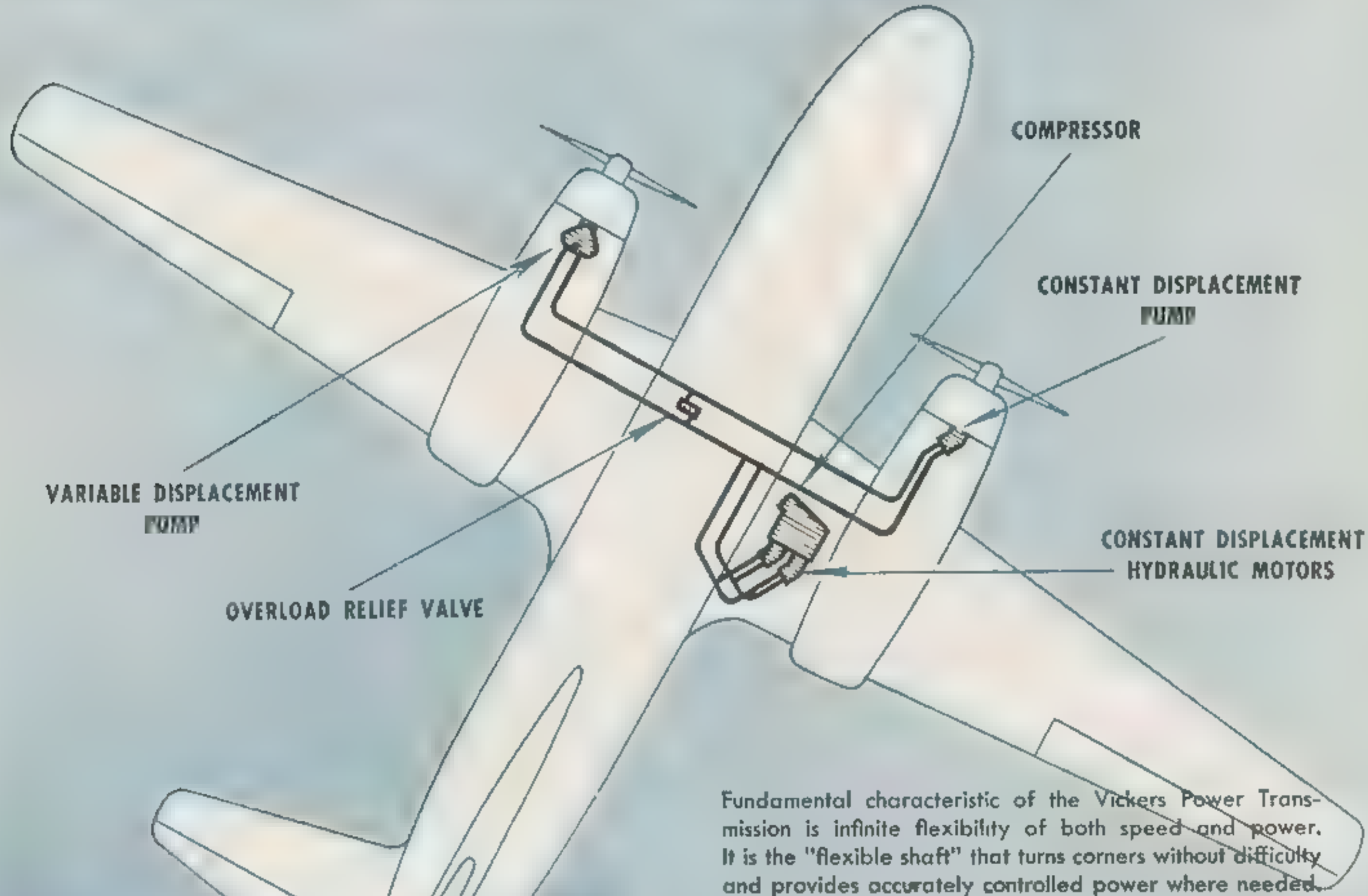
## *Provides* the "variable speed shaft" that

**turns corners with ease and delivers power where needed**




Fundamental characteristic of the Vickers Power Transmission is infinite flexibility of both speed and power. It is the "flexible shaft" that turns corners without difficulty and provides accurately controlled power where needed.

An example of the advantages of this flexibility is the drive components for the cabin compressor on Convair-Liners. There are numerous other applications where it is desirable to transmit power to a point remote from the power source and provide selective variable speed or constant speed. These applications are easy with Vickers Transmissions.

The Convair-Liner also uses Vickers Hydraulic Pumps and Controls for the 3000 psi main hydraulic system. In Vickers complete line of aircraft hydraulic equipment, you will find a combination to meet your control or drive needs exactly. Our engineers are available to help you solve your particular problem.

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on its 15th Anniversary

More than a third of a billion passenger miles in 15 years . . . and every mile a safe mile! This is the record of Continental Airlines, one for which we are happy to join the entire industry in extending heartiest congratulations! Vickers is proud to have had a part in this splendid record and looks forward to opportunities to contribute to further records of safety and reliability.

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*DIVISION OF THE SPERRY CORPORATION*
**1462 OAKMAN BLVD. • DETROIT 32, MICHIGAN**

**ENGINEERS AND BUILDERS OF OIL HYDRAULIC EQUIPMENT SINCE 1921**

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HOLLYWOOD OFFICE: 9155 SUNSET BOULEVARD • HOLLYWOOD 46, CALIFORNIA
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But the jobber is set up to handle small accounts. He handles many lines—not just one, as does the manufacturer—and so is able to sell the small dealer many items other than toys, so as to make up a reasonable shipment. Then, too, the jobber, operating in a limited territory in each case, knows the credit standing of dealers in his area.

A jobber is different than the factory representative. He is not under the control of the manufacturer. Therefore, if the manufacturer wishes the wholesaler to do a good job on his line, it is necessary that he, the manufacturer, do the promotional work necessary to create dealer demand on the jobber.

Because the jobber handles thousands of items, it is not logical to expect him to pick out any one line for special treatment.

## Everybody's Business

WE seem to have reached a point where government's principal concern is how much in taxes can be taken from the people. It has gotten so that the average business man is becoming unwilling to expand—to employ more people—to turn out more goods, because, as he says, "What's the use—the government would take most of the profits!" Some individuals, too, have been known to refuse the offer of a high salary for the same reason, feeling that it is better to remain in the lower brackets.

The personal exemption allowed the individual is only $600, an amount which it would not be possible for him to live on. This contrasts with the $3600 formerly allowed married couples as an exemption, which was more in reason.

Government nowadays has a tendency "to exact the pound of flesh"—to demand "the widow's mite"—and the system ought to be changed. Of course, as long as government insists upon more and more spending, it will also demand more and more taxes. Its primary consideration, however, should be the reduction of government costs, just as business and industry must keep *their* costs within reason. But few in the government service, as far as we are able to judge, are interested in lower operating costs.

Taxes are a brake on business, and especially on expansion. Already, many firms are tightening up in this direction, although it was private expansion that contributed so largely to our prosperity the past two or three years.

There are certain government costs which cannot at the moment be reduced; but there are many others which could readily be postponed or eliminated, and some of the functions of the federal government properly belong to the individual states.

To assure a continuance of our present prosperity, it is imperative that business and industry be not shackled, either by excessive taxes or excessive restrictions.


*NEW!* HEAVY GAUGE STEEL

WHIZ

BEGINNERS SKATES

MAKES MORE PROFIT FOR YOU
BECAUSE WHIZ HAS QUALITY FEATURES
THAT ARE EASIER TO SELL!

*Safe! Won't Rust!*

Adjustable Straps Secures Skates to Shoes.

Easy Adjustment. No Keys To Lose.

Finished In Grey Lacquer. Will Not Rust.

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For Girls & Boys Ages 3 to 9 Years.

Packed In Individual Boxes, 2 Dozen Boxes To A Carton. Shipping Weight Approx. 54 Pounds. F.O.B. Middletown, Conn.

WHIZ BEGINNERS ICE SKATES

Has colorful, adjustable straps and easy bolt adjustment. No keys to lose. Lacquered in two attractive colors. Packed in individual boxes, 2 dozen to a carton. Shipping weight approximately 33 pounds. F.O.B. Middletown, Conn.

EASTERN METAL MANUFACTURERS
FACTORY STREET, MIDDLETOWN, CONN.

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TRADE MARK REG.

## GENUINE LEATHER HOLSTER AND PISTOL SETS

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**ROOM 877**

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for 1949 set the pace in design, workmanship and tonal quality. Buy "Schoenhut" the line backed by 77 years of "know how" in Toy Pianos.

## Mid-Winter Party Time Is The Time To

## FEATURE

# 4-5-6

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MOSELEY & ABRAHAMS
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* Sept. 3, 1949

# THE NEW YORKER

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